SEPTEMBER 16, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

why MR. HATTERAS!

dear sir! please!

Where in the name of all that's native did you get the idea that WOR lays sound down only on New York?

1. Haven't we charted, mapped out, pointed, emphasized the exquisite fact that we cover all of one great state and the most densely populated portions of an additional six? And 63 counties in those states? With radio homes—4,704,675 of them—in those counties, and states? And 16 cities with 100,000 people each?

2. Haven't we told you that altogether the swellest combination of good newspapers in the nation—191 of them—list WOR's programs DAILY? And that these papers are read by 10,624,966 people? And that the benign editors of those papers in 13 states, including Canada, wouldn't list WOR's programs if their readers couldn't hear them?

3. Why, Mr. Hatteras, when you buy WOR today, you buy Bridgeport and Lancaster and Newark, Philadelphia, Wilmington, New London, and . . . Oh, 477 other cities and places, for the price of ONE station!

NOTE—SPOTBUYERS . . . WOR is now doing one of the nation's most intensely concentrated and effective jobs of group market coverage this side of the Mississippi. It's something to remember when making station selections.

WOR

—that power-full station at 1440 Broadway, in New York

MUTUAL

SEVENTY-ONE THOUSAND NEIGHBORS WROTE US ONE WEEK

Twenty-two Years of Service Builds an Audience that Responds!

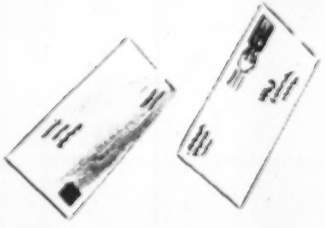
More than 10,000 letters every day! 71,863 in one recent week! Over seven letters a minute for seven straight days!

No matter how you state it, seventy-one thousand letters in one week is a tremendous amount of *response*. The WLS audience responds exactly that way.

Complete and detailed market reports, covering *all* the market information needs of this four-state area! Weather service, localized for each part of our territory, prepared by our own weather forecaster especially for the WLS service area! Friendly personalities, delivering reliable, authoritative farm facts and helps!

Music chosen for its popularity among most of the people in most of our four states! Down-to-earth entertainment, designed for the whole family! Special achievement programs for all the youth organizations, such as 4-H, Future Farmers, Future Homemakers.

Direct broadcasts from all important events: the State Fairs, 4-H Round-ups, special farm gatherings, celebrations! Educational and religious broadcasts planned for *all* the people. All these—continued, developed, expanded for twenty-two years—have built this WLS audience that *responds!* Seventy-one thousand neighbors wrote us in one week! WLS *gets results!*



A Clear Channel Station

WLS
CHICAGO 7

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians what they listen to. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from *all* walks of life. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

THERE WILL BE some rather startling information about ground wave conductivity of long wave bands (below 550 kc) revealed at windup clear channel hearings to get under way this fall. Calculations made by ex-Col. John H. Dewitt, who "shot the moon" by radar, based on new atmospheric noise data, indicate that high power signal on about 200 kc would provide primary ground wave service to 400 mile radius.

GEN. MACARTHUR's new radio aide, to direct operations of Radio Tokio, likely to be Paul W. White, former director of news and special events at CBS and dean of radio news executives. Reported MacArthur personally has made plea to Mr. White, who retired from CBS several months ago, and that veteran editor has proposal under advisement.

POSSIBILITY Celanese Corp. of America, New York, may return to sponsorship of network show in addition to its current participation programs on about 30 stations in discussion stage between company officials and its agency, Young & Rubicam, New York. Agency has suggested network daytime show.

ALERT advertising agencies, apparently looking to day of tight availabilities in television, already seeking options from TV construction permit holders on what they regard as choice spots. In most cases they're being told "no go" since stations generally have no idea what schedules will be or what time will be worth.

HALF DOZEN U. S. technical experts designated by State Dept. to attend Moscow five-power telecommunications conference have been on tenterhooks for last fortnight. Presumably because of manner in which State Dept. described their status (as observers rather than delegation members), experts, as this went to press, had not been cleared by Moscow. Last departure date is Sept. 23 if Sept. 28 opening is to be attended. Experts wonder whether they are to be victims of "borscht bureaucracy." Official delegates, already approved by State Dept., also in same quandary, with Russian visa clearance still lacking Friday.

ARTHUR LABELL, who has carved name for himself in aeronautical radio, Aviation Division, State Dept., slated to join State's Telecommunications Division under Francis Colt deWolf, chief. He'll serve as aeronautical radio expert. Mr. Labell's transfer to Telecommunications preparatory to World Telecommunications Conference, now slated to open April 6, 1947 in U. S., probably Chicago.

THERE's no announced intention of "clamping down" nor does FCC give official cognizance BUT Commission attorneys during hearings of late manifesting unusual interest in stations carrying *Chiquita Banana* vocal transcription. Although sponsored by United Fruit, transcription itself doesn't identify sponsor. By cross-examination FCC attorneys imply comparison

(*Continued on page 105*)

Upcoming

Sept. 17: 15th Annual Meeting of Controllers Institute of America, NBC Studios, New York.

Sept. 19: Joint meeting of RMA and NAB committees on Radio Week, Waldorf-Astoria, New York.

Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City.

Sept. 23: NAB Employe-Employer Relations Committee, Statler Hotel, Washington.

(Other upcomings on page 58.)

Bulletins

NEW television station grant for KRLD Dallas announced Friday. Assigned Channel 4, 66-72 mc, visual power 46 kw, aural power to be determined, antenna height 519 ft.

LICENSE RENEWALS to Aug. 1, 1949, announced Friday by FCC for WCHV Charlottesville, Va.; WGBB Freeport, N. Y.; KWOS Jefferson City, Mo.; KWJB Globe, Ariz.; KVSO Ardmore, Okla.; WHIZ Zanesville, Ohio; KOVO Provo, Utah; WFOY St. Augustine, Fla. (Comr. C. J. Durr voted for further inquiry on KVSO and KOVO applications). WCLO Janesville, Wis. and WOLS Florence, S. C., renewed to Feb. 1, 1949.

Business Briefly

RENEWS ON NBC ● Western Auto Supply Co., Kansas City, renews *Circle Arrowe Show* NBC Sun., 9:30-10 a.m. (CDST), 52 weeks effective Oct. 6. Agency, Bruce B. Brewer & Co., Kansas City.

HARMONICA BREAKS ● International Plastic Harmonica Corp., Newark, appoints Marcel Schulhoff, New York, as agency. Firm Sept. 9 started station breaks thrice-weekly on WJZ New York and six times weekly on WOR New York. More radio planned.

WAX SERIES ● Boston Chemical Co. (Swift-wax) starts man-in-street program twice weekly on WONS Hartford, with silver dollars, theatre passes and wax as giveaways.

WGN PARTICIPATOR ● Late night recorded program on WGN Chicago, *Curfew Time*, returns Sept. 30 on participating basis, Mon. through Sat. midnight - 1 a.m., featuring Gus Wallace. Already signed: Komiss, Chicago (furs), Piper's candies. Atlas Adv. Agency reserved time for three clients.

PHILCO ON MUTUAL ● Philco Corp., Philadelphia, in addition to Bing Crosby in transcribed series on ABC, plus 400 station outlets, has bought quarter-hour, 8-8:15 p.m. Fridays on Mutual for transcribed *Burl Ives* show. Program starts Oct. 18. Agency, Hutchins Adv., Philadelphia.

WOR COAST AGENTS ● Keenan & Eickelberg, San Francisco and Los Angeles, appointed Pacific Coast representative by WOR New York.

New Fifth Network Plans 3,000 Affiliates

NEW FIFTH NETWORK, projected as full-service live talent programming operation with plans for 3000 affiliates, has been launched in San Francisco.

New organization is known as North American Broadcasting Service Inc. It is incorporated in Nevada, capitalized at $100,000.

Headquarters offices are at 212 Stockton St., San Francisco. Officers are:

Paul M. Titus, president. Background: 20 years in radio, identified with founding of WOKT Rochester (54th station licensed by FRC); staff of CBS; in sales organization of southwestern regional network, Continental Broadcasting System; most of experience in promotion and production.

Charles J. Husband, vice president, treasurer and general manager, co-owner of Career Management Specialists, employment agency in San Francisco; no previous radio experience.

Rudolph G. Fjellstrom, vice president and secretary, no previous radio experience.

Paul C. Howard, sales director, no previous radio experience, now with Career Management Specialists.

Mel Cline, chief engineer; civilian radar specialist during war, more recently with KSFO San Francisco, technical department.

Mr. Titus could not be contacted in San Francisco, but BROADCASTING was told by one of his associates that while "such a network is contemplated" announcement now would be premature. Attorney St. Clair likewise declined comment.

Mr. Husband said network would be a "Western Newspaper Union of radio." (Western Newspaper Union is syndicate providing special features for small-community newspapers throughout nation.)

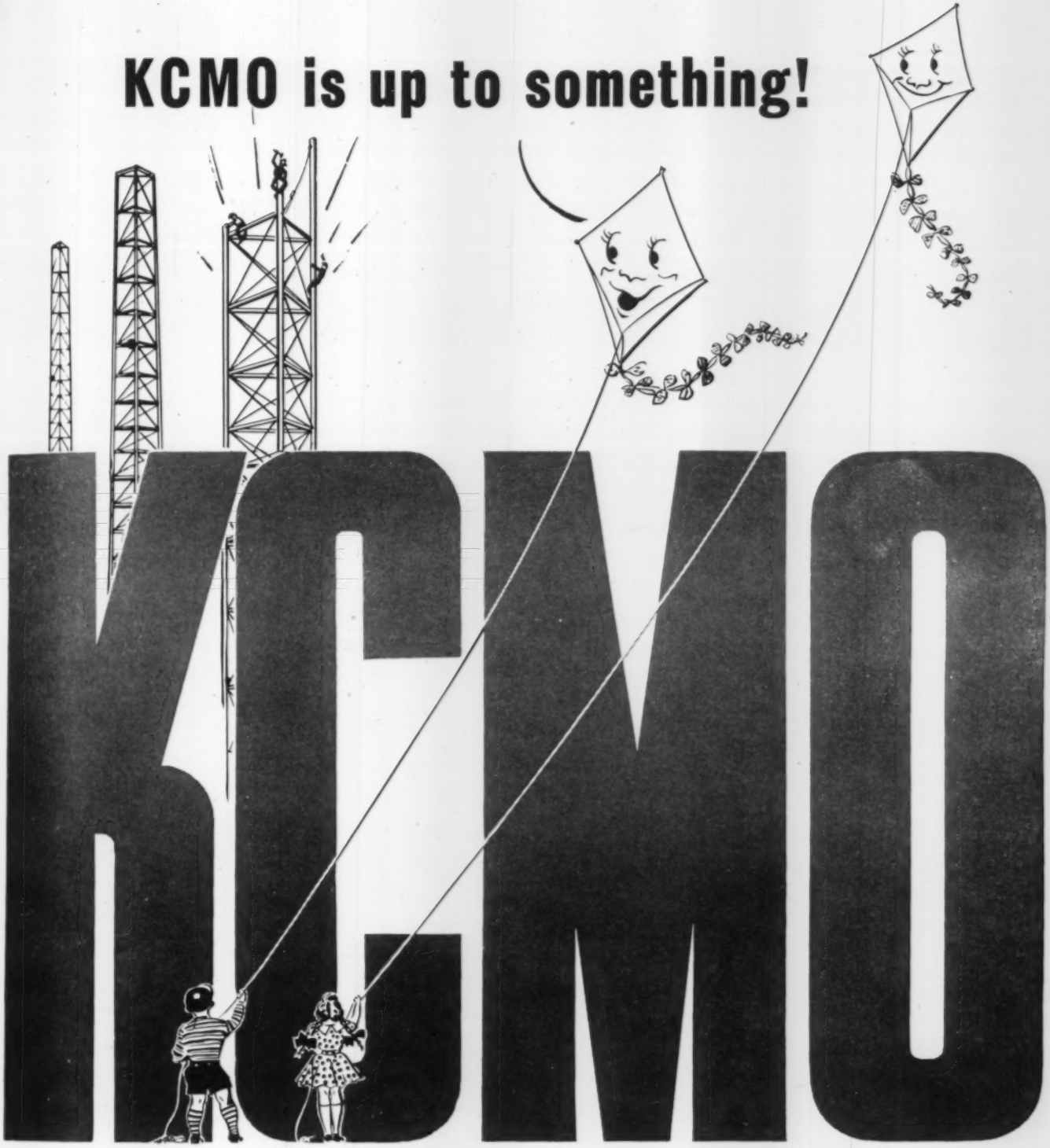
NABS to concentrate on signing as affiliates applicants for new stations, general manager said. He stated in an exclusive interview Friday that company was organized Sept. 3, that first affiliate contract was signed Sept. 5—and that NABS now has 52 "prospective" affiliates in California ("prospective," he explained, in that organizations signed are applicants for facilities or propose to apply to the FCC for licenses).

Network, Mr. Husband said, will offer 18 hours of live talent programming daily, with 90% originating in Los Angeles. Offices and studios will be opened in Chicago, San Francisco and New York. Company hopes to obtain idle theatre space for studio purposes.

Network, said Mr. Husband, will seek as affiliates 100 w outlets in small communities. Parent corporation has drawn upon standardized plan for installation of all 100 w input and transmission equipment to be sold to pro-

(*Continued on page 106*)

KCMO is up to something!



KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

Another FIRST!

Scene of the death-dealing tornado which struck Mankato and Wells, Minnesota on Saturday night, August 17. Here WDGY newsmen found complete desolation.

Minneapolis Morning Tribune Photo

183 South Chatsworth
St. Paul, Minnesota
August 20, 1946

Program Manager
WDGY Radio Station
Nicollet Hotel
Minneapolis, Minnesota

Dear Sir:

I listened to a program on Sunday afternoon, which was the wire recorded on the scene broadcast of the Mankato and Wells tornado. It was very impressive on the most information as it gave us a clearer picture as to what parts of Mankato were hit by this storm, thus dispelling the fears we had for friends living within that city.

It took a great worry off our minds knowing of their safety as without a broadcast such as that we would have worried until we received the news the following day.

Is this a new type of broadcast? I was wondering how you had wire service to this area when all telephone lines were down.

Yours very truly,

M. L. Beauchamp

M. L. Beauchamp

WDGY's Wire Recorder FIRST "On The Scene" For Tragic Broadcast

Through alertness and foresight W D G Y's News Department was able to bring to Minnesota listeners the dramatic, on-the-scene broadcast of the August 17 storm, a service for which the station received the heartfelt thanks of many an anxious listener.

Top notch news reporting, up-to-the-minute programming, and expert handling of special features and events is helping build a vast, loyal audience for W D G Y not only in the Twin Cities but in all of Minnesota's rural area and bordering counties as well.

W D G Y is in the heart of the nation's eighth market. Time buyers will be interested in the coverage figures of this great, independent station.

5000 Watts — 1130 KC

MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Vice President & Station Manager

LEWIS H. AVERY INC.
National Representatives

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

FCC Alters News Interpretation 15
CBS Demonstrates Color 15
N. Y. Strike Diverts Business to Radio 16
Gillette Sponsoring Eighth World Series 16
Atlantic Refining Football Set 16
AFL Charter to Spark RDG Drive 17
AFM 'Local Affair' Now National 17
Uses for BMB Reports
By Philip Frank 18
Sholis Cites CCBS Efforts for FM 18
Six-Day Schedule for NAB Convention 20
WFBM Seeks WEOA Purchase 20
Radio's Birthplace Wants a Station 26
Experimental—Auxiliary Rules Re-Issued 39
ABC Airs Hersey Hiroshima Story 48
Cleveland, Tuscaloosa Grants Made 50
FCC Upholds WCAP in Three-Way Dispute 70
Schwerin Corp. to Test NBC Shows 86
Bricker is Ohio Station Applicant 92
Pittsburgh Stations Cover Strike Threat 93
McKeesport Grant Final, Kalamazoo Proposed 94

DEPARTMENTS

Agencies	60	Our Respects to	56
Allied Arts	82	Production	62
Commercial	68	Programs	76
Editorial	56	Promotion	73
FCC Actions	84	Sponsors	64
Management	58	Technical	66
News	70	Upcoming	58

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

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Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Jerry Williams.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. PLaza 5-8355

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HOLLYWOOD BUREAU
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TORONTO BUREAU
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• Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

HOW KSD COVERS THE NEWS

Each week KSD presents 98 studio-originated news broadcasts. The material for these broadcasts is gathered and prepared by a staff of nine men and one woman, experienced and trained in the reporting and writing of impartial, unbiased news stories. The following principal sources of KSD news copy, and the ability and thoroughness of KSD's news staff, have contributed largely to KSD's position as St. Louis' preferred station for the NEWS:

1. **The Associated Press.** Full service, 24 hours daily and Sunday, including special State wires for Missouri and Illinois.
2. **Press Conferences** with City, State and Federal officials and other persons and agencies in the news, reported in person by members of the KSD news staff.
3. **Public Gatherings** such as labor meetings, political rallies, board meetings, committee conferences among civic and social groups, etc., covered in person by experienced KSD news reporters.
4. **The Courts.** Municipal, Circuit and Federal, all covered by KSD staff reporters.
5. **Police Headquarters,** FBI office and Sheriff's offices in St. Louis, St. Louis County and the "East Side," reported by members of the KSD news staff.
6. **Highway Patrols.** Missouri and Illinois, covered in special assignments by KSD news reporters.
7. **Permanent Correspondents** in County Seats located in the KSD coverage area.
8. **Special Correspondents** engaged, as circumstances require, anywhere in the United States.
9. **U. S. Weather Bureau.** Daily reports by the St. Louis Bureau Director by remote control from the St. Louis Office.
10. **Wire Recordings and Remote Control** broadcasts of interviews and meetings to supplement the reported material with on-the-scene action.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

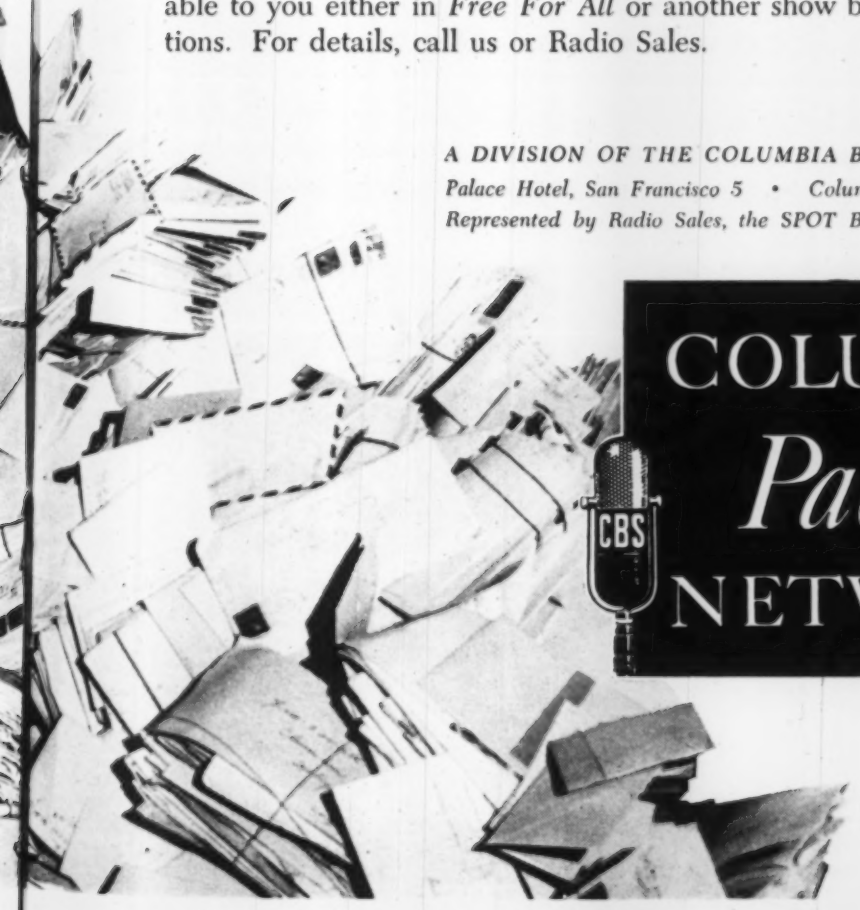
81,293 entries in 11 weeks . . . a

. . a mailstorm for FREE FOR ALL!

Free For All is a gala give-away tailored to the listener's fondest dream. No quiz questions to answer, no stunts to perform, no box tops to mail in. All the listener has to do is ask for the gift he has always wanted to receive . . . then *Free For All* does the rest!

Here's how it's done . . . Thousands (81,293 in just 11 weeks) write emcee Harry Mitchell describing the gifts they want. Mitchell reads the best letters over the air, skipping the name of the gift the listener hopes to receive. Then members of the studio audience try to guess the identity of the gift. If they're right they get a prize. But—right or wrong—the grand prize, the much needed item mentioned in the letter, is shipped directly to the fortunate writer. And they really are *grand* prizes . . . like these: a bicycle for a boy who had been promised one by his G.I. father (the father was killed at Okinawa), a trousseau for a war bride who had lost her baggage in a ship fire, a graduation formal for a girl whose parents are too poor to buy one.

This skillful blending of gifts, guesses and human interest makes *Free For All* amazingly popular. It averages more than 7,000 letters from listeners a week, with hundreds of additional people clamoring for tickets to every broadcast! In short, *Free For All* is a smart program idea with a full share of Columbia Pacific's polished production . . . a program-wise knack available to you either in *Free For All* or another show built to your specifications. For details, call us or Radio Sales.



A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

COLUMBIA
Pacific
NETWORK

OUR LISTENERS WASH THEIR OWN DISHES

They're doing it the old-fashioned way today. The soap chips . . . the dishcloth . . . and the motive power is a couple of pairs of hands.

But they're waiting . . . for those new dishwashers manufacturers have promised. And if you want to reach a big market . . . WWDC invites you to use its facilities in Washington, D. C., for low-cost sales.

DEMAND FOR DISHWASHERS IN WASHINGTON, D. C.

Recent figures show that the demand for dishwashers in the capital is sure to be 150% ahead of pre-war demands, and more probably will soar to 300%! These figures are released by The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

Feature of the Week

SPOT RADIO has no greater advocate than cherubic, rotund (275 lbs.) Phil Davis, musical director of the *Hires Sunday Party* on ABC. Phil has earned the more-than-humorous sobriquet, "Sultan of Spot."

Several months ago the erstwhile genius of the jingle wrote a few musical jingles that "took." Since then he has been busy applying his talents to the sales of a variety of products ranging from peanut butter to bedsheets. Some of the products indelibly stamped in the minds of listeners via the musical announcement route are: Guild Wine, Barbasol, Italian Swiss Colony Wine, G&D Vermouth, Lydia Pinkham, Nu-Grape Soda and Sun Crest Orange Drink.

To take care of this business Phil has just formed an organization called Jingles & Spots with offices at 1650 Broadway, New York. He has assembled a staff of writers, arrangers, copyists.

Phil says that the new service is intended to fill the need of the outlying agency or station executive who has no access to the involved production and sales know-how which go into the fashioning of a successful spot jingle, yet who wants the selling potency of this "musical atom."

Phil waxes rhapsodic when he talks about musical announcements. A former musical director of WLW Cincinnati, he has that rare talent of combining an ear for music with an eye toward sales. And he has plenty of facts and figures to prove that jingles are the most productive form of radio commercial. A major agency recently made a survey along these lines, and found jingles had the greatest recall over other types of commercials. The Petry survey, he points out, disclosed that of the eight national advertisers using announcements studied, the first three—on cost per listener basis—were jingles.

PHIL DAVIS

Sellers of Sales

IT TOOK several months for Jan Gilbert to make up her mind to join the Harold Cabot & Co. agency of Boston, where she is now time buyer.

"I learned to love radio at WLBZ" [Bangor, Me.], she says. She spent hours of spare time at the station watching the way it was run, and "helping out during such panics as elections and Pearl Harbor."

Around the first of 1944 she went to work for WMAS Springfield, Mass., handling accounting contracts—both advertising and talent. She also assisted at WLLH Lowell, Mass., doing much the same work.

Sometime in 1945 a friend insisted that she visit the Cabot offices to "see the agency side" of radio. She had a long talk with Mr. Cabot.

"I'll never forget his concluding remark," Jan says. He told her, "Miss Gilbert, if you ever decide you like the agency business, come see us again."

January 2 she decided she did like the agency business, and cashed in Mr. Cabot's rain check. Among Cabot accounts using radio are H. P. Hood & Sons, Miller & Holis (Haviland Chocolates), Boston & Maine Railroad, Boston & Maine Transportation Co., L. E. Mason Co., W. L. Douglas Shoe Co., and the *Boston Globe*.

Timebuying has taken a good bit of the time she used to spend horseback riding and fishing.

Speaking of her private life, she was born Aug. 29, 1917 in Hampden Highlands, Me. She attended private schools in Bangor until 1931 when she entered the Dana Hall Schools, graduating in 1935. There she was on the Dana Hall riding team every one of her school years. "I have ridden horseback all my life," she says.

In 1939 Jan had progressed to her own stable, teaching riding. Loving the outdoors, she also learned to enjoy fishing by going up on the Gaspe Peninsula with her family.

Greenbrier College is her alma mater, and there she was president of her class, president of the student council, and a member of Sigma Iota Chi sorority.

A journalism major, Jan started a school paper. She prides herself on leaving the paper "well in the black ink."

JAN

A WISE— ECONOMICAL BUY

This station reaches Reading's consistently prosperous trading territory effectively, at low cost.

WRAW

READING, PA.

Write for information

Represented by

RADIO ADVERTISING COMPANY

PROGRAMS that build PRESTIGE

In Memphis, WMC enjoys the regular listening preference of the majority of people, as shown by independent surveys month after month, year after year.

It's a combination of top-flight NBC shows and outstanding regional and local productions that has built this prestige.

WMC ★ **MEMPHIS • NBC • 5000 WATTS**
DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' ***DOMINANT*** RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

COMPLETE AUDIO FACILITIES WITH

Only 2 Types of AMPLIFIERS VACUUM TUBES

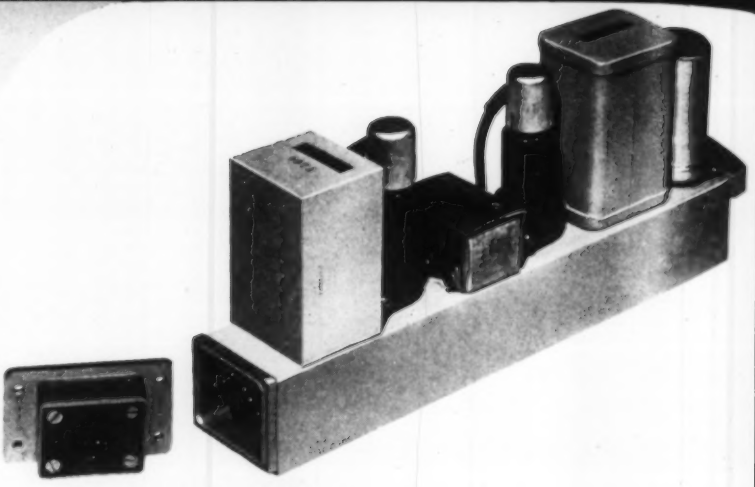
. . . AND ALL PLUG-IN

The Langevin Types 116-A and 117-A Plug-in Amplifiers were developed in collaboration with the General Engineering Department of the Columbia Broadcasting System.

We believe these amplifiers fulfill the desire of many broadcast engineers to simplify their audio facilities. With only these two types of amplifiers even the largest system can be fabricated. Further—in the interest of simplicity—only two types of tubes are required in the operation of both these units (the accompanying power supply uses a selenium rectifier). A replaced amplifier can be serviced when convenient at a test bench, with the aid of a simple service unit designed for that purpose.

Many lessons learned during the War have been incorporated in these amplifiers: They are simple, compact, rugged and of high quality; they are replaceable in a matter of seconds WITHOUT THE USE OF TOOLS; they are designed for easy servicing. And they can be either rack or console mounted; fittings are available. These units are connected into the circuit by means of a plug especially designed for them by Cannon—employing gold plated contacts and a shielded TWIN-AX input connection.

A COMPLETE SYSTEM USING THESE AMPLIFIERS WILL BE BETTER IN ALL RESPECTS THAN THE F.C.C. RECOMMENDATIONS FOR FM.



The Type 116-A has been designed for use as a microphone preliminary and as a booster amplifier—gain 36 db. Operates from source impedance of 150/600 ohms and into load impedance of 150/600 ohms, in accordance with RMA proposed standards.

Push buttons permit reading plate current.

Overall dimensions, including plug receptacle, 13½" long, 2" wide and 5⅛" high.

Complete specifications upon request.

The Type 117-A has been designed as a program or monitor amplifier—gain 55 db. Operates from source impedance of 150/600 ohms and into load impedance of 150/600 ohms, in accordance with RMA proposed standards.

Push buttons permit reading plate current.

Overall dimensions, including plug receptacle, 11" long, 3¼" wide and 5½" high.

Complete specifications upon request.

The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK, 37 W 65 St., 23 · SAN FRANCISCO, 1050 Howard St., 3 · LOS ANGELES, 1000 N Seward St., 38

Yes—BCA has the

Lowest Down Station

in the world . . . . In fact we have two!!

The lowest down is

KROP

149 ft. below sea level–but what a rich farm area it serves!

KROP with its 1000 watts power—its fine American Network shows plus carefully tailored local programs, carries the majority of the audience day and night in the Imperial Valley. Its 1945 farm income of $64,233,062 plus the spending of many thousands of winter tourists makes it a prosperous market for your sales message.

Our other lowdown station is

KREO

41 ft. below sea level–but what a boon to people in the Coachella Valley!

No "outside" station delivers a satisfactory signal in the Coachella Valley. KREO's 250 watts power reaches all the Valley's 19,500 regular inhabitants with an interference-free signal (winter population up to 50,000 in the Palm Springs-Indio-Coachella Valley resort areas.) The Valley's 1945 farm income was $10,812, 275.

And Here's the "Low Down" on the Higher Ups

Surrounded by mountains in the populous Valley of Paradise

KPRO

860 feet above sea level

KPRO's primary coverage of 584,321 gives you a big rural audience—big not only in numbers—but big in buying power created by a 1945 farm income alone of $206,336,905 plus an equally large manufacturing and retail income. KPRO's 1000 watts of concentrated selling power is backed by American Network programs PLUS outstanding local productions.

Sticking its snooty nose 9180 ft. up in the clouds is FM station

KPOR

340,000 watts–Under construction

Here is one of the World's most powerful FM Stations covering one of the World's richest markets. When KPOR takes the air with its full power next year it will cover 60,200 square miles of Southern California with a population of 3,738,127 (1940 census). FM Sets are now being delivered throughout this area. Make your reservation early for time on KPOR.

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Link Your Sales Efforts in Southern California's Valleys to this Strong Chain

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Studios in *San Bernardino*	Studios in *El Centro*	Studios in *Palm Springs*	*Under Construction*

JOHN E. PEARSON COMPANY, *National Representatives*—New York, Chicago, Kansas City, San Francisco, Los Angeles

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

● Nearly anybody, including our four-footed friend above, can run a hundred yards in ten or eleven seconds. The *champion* is the sprinter who can summon the extra effort to cut the time by just a small percentage.

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WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.

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INDIANAPOLIS	WISH
KANSAS CITY	KMBC
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BROADCASTING
TELECASTING

VOL. 31, NO. 11 WASHINGTON, D. C., SEPTEMBER 16, 1946 $5.00 A YEAR—15c A COPY

'Treatment' Classifies Newscasts

Acting Chairman Explains Local Clause

By RUFUS CRATER

LOCAL TREATMENT of news, not its origin, is "the important factor" in determining whether a newscast should be classified as "local live" or "wire" under Blue Book standards, FCC Acting Chairman Charles R. Denny Jr., declared in a letter released last week.

Replying to International News Service's request for an interpretation of the amended version of the Blue Book definition of "wire news program," Mr. Denny said "it is not required that 50% or more of a news program usually be devoted to 'purely local items' in order for such a program to be classified as 'local live.'"

If more than half of a program based on wire news material is "very substantially edited and rewritten" by the local station, even though the material deals with national or international affairs the program should be classified as "local live" in reporting on program plans and performance to the Commission, Mr. Denny indicated.

The clarification pleased INS. Robert W. Brown, executive news editor, who on behalf of the news service had filed a petition opposing the Blue Book definition, said:

INS Grateful

"We are grateful to the FCC for the amendment to the new wire program rule, and thankful to Mr. Denny for his clarification and interpretation.

"Thus the questions we raised in our petition several months ago are answered satisfactorily. The danger of a threat to free speech, unintentional though it might have been, is removed; as is the implication of any penalty against conscientious news programming based on teletype news reports."

Mr. Denny in his letter reiterated that "the only reason for establishment of the program categories was as a convenience for analytical and statistical purposes."

The March 7 Blue Book, defining various program categories, said a part-wire, part-local news program should be classified as "wire" if over half is usually devoted to reading the syndicated wire text verbatim, "but is classified as 'live' if more than half is usually devoted to local news or comment" [BROADCASTING, March 11].

INS challenged that definition, expressing fear that it would harm the "business, service and reputation" of INS and lead to deterioration of stations' news programs [BROADCASTING, April 22, 29]. Mr. Denny replied that "you may have misconstrued both the purpose and the language of the definition" and expressed belief that "you will agree that there is no cause for concern and that the definitions proposed in the report represent a satisfactory and practicable solution to a most complicated problem" [BROADCASTING, June 17].

Definitions Amended

When several Blue Book definitions were amended July 2, the "wire" news portion was changed to provide that a program of part wire, part nonsyndicated material be classified as "wire" if more than half is usually devoted to virtually verbatim reading of syndicated wire text, "and otherwise is classified as 'live'" [BROADCASTING, July 8].

INS Executive News Editor Brown wrote FCC on Aug. 1 asking for a formal clarification. Following is the text of Mr. Denny's reply, dated Aug. 30:

CLASSIFICATION of a newscast as "wire" or "live" depends upon the local treatment of news material, not its origin, according to FCC Acting Chairman Charles R. Denny Jr. INS, which challenged the original Blue Book definition of "wire program," regards the interpretation of the revised definition as a satisfactory answer to its questions.

"This will reply to your letter of Aug. 1, 1946, with further reference to the definition of a 'wire' program as originally defined in our report of March 7, 1946, and amended in our Public Notice 95462 of July 2, 1946. You submit the following questions in the light of that definition:

"1. Does the revised rule mean that the station no longer is required to pro-rate 50% or more of its newscast time to purely local items in order to receive for the newscast a 'local live' instead of a 'wire' program rating?

"2. Does the revised rule mean that a station can base an entire newscast on a teletype service and receive 'local live' rating for said newscast providing the station has edited, selected, rewritten or otherwise 'localized' half or more of the news content from the standpoint of local interest?

"Under the definition contained in our report of March 7, 1946, and the amendments set out in the Public Notice of July 2, 1946, referred to above, it is not required that 50% or more of a news program usually be devoted to 'purely local items' in order for such a program to be classified as 'local live.' With respect to your second question, a news program based upon material received by wire, but more than half of which is very substantially edited and rewritten by a station staff member or by a writer employed by a sponsor and announced in its edited and rewritten form should not be classified as a 'wire program' because of its being based upon material received by wire.

Treatment Counts

"The important factor in this regard is the treatment given locally to the news rather than its origin. For example, a program consisting of a verbatim reading by a station in New York of a wire news text about New York affairs would still be wire. On the other hand a program of national and international news based entirely upon material furnished by the wire news services would be classified 'local wire' if more than half of it consists of material which has been very substantially edited and rewritten as indicated above.

"The nature of your inquiry suggests that a misconception may still persist on the part of your organization and your clients concerning the purpose and language of the definitiosn in question. May we again point out that it was neither our desire nor our intention to cast aspersions upon wire news programs or to discourage their use. On the contrary, we have expressly recognized the highly important role that such programs play in the field of radio broadcasting. This is evident, for example, both in our report of March 7, 1946, and our letter to you of June 10, 1946, in which we also pointed out that the only reason for establishment of the program categories was as a convenience for analytical and statistical purposes.

"Sincerely yours,
"Charles R. Denny."

Color Demonstration Upholds Claims

CBS Proves Method Will Reproduce Fast Motion

By BRUCE ROBERTSON

TRANSMISSION of live color pictures in the ultrahigh frequencies was shown to the press Friday by CBS in a demonstration that effectively upheld the CBS contentions, first, that colored pictures are more attractive than black-and-white images, and second, that no color breakup was apparent, even when the subject matter being televised was a pair of sparring boxers.

The brief program opened with a pretty blonde who made up her face, ate an apple and displayed a number of multi-colored scarves. Her motions seemed rather slow and deliberate, leading at least one observer to wonder if she had been coached to do so for fear of the color breaking up if more rapid motion were attempted. This idea was rapidly dispelled by the next item on the program, a pair of boxers who sparred together and shadow-boxed individually without any observable trace of color breakup. The only deviation from what an observer in the room with the boxers would have seen was a slight fringing at the end of the gloves when they were shoved out and retracted at high speed during the boxing sequences.

A series of modern paintings was then televised to show the ability of the CBS live pickup camera to reproduce colors faithfully, and a closeup of a lovely girl singing a modern song completed the formal demonstration. As an extra added attraction, several members of the viewing group were taken to the studio and televised for the amusement of the rest of the audience.

Demonstration was staged in the CBS television laboratory on the fifth floor of the CBS Bldg., sent by cable to the viewing room on the sixth floor. It was explained that the network's high frequency video transmitter had been "acting up" recently and that the demonstration program was piped in instead of broadcast to avoid any technical disturbances that might have occurred until the transmitter difficulty has been adjusted.

Viewing room is furnished to simulate a normal living room and during the demonstration it was adequately lighted by several floor lamps. The colored pictures came through on a new aluminum-backed viewing tube, made by Rauland Corp. to CBS specifications, with brilliant clarity and contrast despite this full illumination, proving that a dark room is not necessary for color reception.

In the laboratory a small space had been cleared for the televised

(*Continued on page 100*)

Atlantic Refining's Fall Schedule Set

College, High School, Pro Games to Be on 89

ATLANTIC REFINING Co., Philadelphia, will sponsor college, high school and professional football games this fall, marking its 11th year in football broadcasts and its sixth season of football television. Company will sponsor a total of 118 college games of eastern and southern colleges, 85 high school contests and 26 pro games on 89 stations reaching along the East Coast from Vermont to Florida. College schedule starts Sept 21 with Pittsburgh-Illinois game and concludes Nov. 30. Two pro games Dec. 8 end season.

College games televised will be sponsored by Atlantic Refining for the sixth consecutive season on WPTZ, Philco television station, Philadelphia.

The 1946 Atlantic Refining Co. station schedule, placed through N. W. Ayer & Son, Philadelphia, is as follows: WSAN WFBG WBAB WRDW WBAL WBTA WINR WHDH WNAC WICC WGR WISR WCHA WBT WCHV WBLK WTAM WBNS WTBO WBTM WCED WDNC WEST WENY WERC WMMN WSAR WEIM WHAI WFBC WJEJ WHGB WONS WAZL WHYN WDAD WHCU WMBR WJTN WARD WLNH WGAL WLAN WMRF WLLH WLVA WMAZ WFEA WEDO WKST WNHC WNLC WOR WKRZ WHDL WDBO WCAU WIBG KDKA WWSW WBRK WHEB WPPA WEAN WPTF WHUM WRNL WDBJ WHEC WSYB WBOC WSAV WGY WARM WSPA WMAJ WFOY WKOK WSYR WTTM WMBS WJPA WATR WWNY WBAX WRAK WILM WAAB WORK.

Waterman Renews

L. E. WATERMAN & Co., New York (Waterman pens), Sept. 14 for 52 weeks renewed sponsorship of *Gang Busters* on ABC Sat. 9-9:30 p. m. Lewis J. Valentine, former Police Commissioner of New York City, has returned to the program as the show's chief investigator-commentator. Agency for Waterman is Charles Dallas Reach Co., Newark, N. J.

Young Show Returns

BRISTOL-MYERS Co., New York (Sal Hepatica), Sept. 20 resumes *The Alan Young Show* on 132 NBC stations, Fri. 8:30-9 p. m. (EDST), with West Coast repeat 8:30-9 p. m. (PST). Besides Alan Young, cast members of new show include Jim Backus, Ken Christy, Doris Singleton, Charlie Cantor and The Smart Set, vocal group. George Wyle is musical director with Eddie Pola producer-director. Al Schwartz, Sherwood Schwartz and Joe Young handle writing assignment. Agency is Young & Rubicam, New York.

Trucking Strike in New York Turns Business Rush to Radio

A NEW YORK trucking strike, eliminating newsprint deliveries for the second time in a little over a year, last week left most New York dailies newsy but adless. And radio stations reported land office business from film companies, legitimate theatre and, a little belatedly, the big retail stores such as Macy's, Gimbel's, Hearn's, all seeking spots to reach the public as newspapers turned down display advertising to save paper.

Mayor William O'Dwyer chose radio to deliver his first important announcement with regard to the slow paralysis that was choking business in New York. In his radio speech, delivered over WABC, WJZ, WEAF, WNYC, the mayor revealed for the first time that Daniel L. Tobin, international president of the teamsters, had ordered the recalcitrant strikers to accept the mayor's plan, and also gave Police Commissioner Alfred Wallander *carte blanche* to insure that all necessary foodstuffs and drugs were delivered safely into the city.

Heavy Radio Load

The New York stations were carrying this increased load on a day-to-day basis, and mostly for the duration of the strike. Many stations were planning or carrying increased news. WJZ had outlined complete coverage plans that included reading comics.

WLIB, carrying about the heaviest local news schedule in the metropolitan area, had its own reporters covering police headquarters, city hall, and other strike nerve centers with wire recorders gathering information, recording it and bringing it back for its 10 minutes of news every 60 it is on the air. WLIB was shortening its news items, getting in between 15 and 17 instead of the usual 10 or 12. WLIB is also planning a spot campaign for many of the leading Brooklyn retailers, and has launched a twice-daily shopping program through which retailers can advertise.

Movie Advertising

WHOM also increased its news coverage with a special events crew traveling around New York with a wire recorder to get on-the-spot impressions of the strike and its effect on New York's millions. Motion picture companies such as Universal, M - G - M, Twentieth

(*Continued on page 95*)

Sears Signs WPTZ

SEARS ROEBUCK & Co., through Benjamin Eshelman Co., has signed for 13-week sponsorship on WPTZ Philadelphia, Philco television outlet, of *Sears Visiquiz*, Thurs. 9-9:30 p. m. First program was aired Sept. 12. Both home and studio audiences are eligible to receive prizes on the new program.

Hastings Chooses

HASTINGS Mfg. Co., Hastings, Mich. (piston rings, Casite), reported to sponsor network show on Mutual effective Oct. 15 [BROADCASTING, Sept. 2], has chosen *Michael Shayne*, mystery thriller heard on Don Lee network for two years. Through Keeling & Co., Indianapolis, a 52-week contract has been signed for presentation of program on about 325 MBS outlets, Tues. 7-7:30 p. m. (CDT). Lead role has not been cast. It is expected show will originate from West Coast.

Drawn for BROADCASTING by Sid Hix

"But this isn't a percussion instrument!"

Gillette To Sponsor 8th World Series

MBS, Many Foreign Stations To Air Ball Games

GILLETTE Safety Razor Co., New York, will sponsor broadcasts of the 1946 World Series, marking its eighth consecutive year of broadcasting the sports event.

The games will be heard on the full Mutual network, the Dominion Network of Canadian Broadcasting Corp., plus some South American stations and possibly a few European stations. The number of outlets to carry the games will total about 400.

Weather permitting, the first game is scheduled to be played on Oct. 2. Air time will be at 1:15 p.m. (EDT) if the Brooklyn Dodgers play, or 1:15 p.m. (CDT) if the St. Louis Cardinals win the National League pennant.

Announcers to cover the series have not been selected. Spanish speaking sportscasters will describe the play-by-play for the Cuban stations and a Canadian announcer will translate the report for the French speaking baseball fans. The agency is Maxon Inc., New York.

Hope Set Sept. 24

LEVER BROS., Cambridge, Mass. Pepsodent Division), following summer lay-off Sept. 24 resumes for ninth consecutive year *Bob Hope Show* on 126 NBC stations, Tues. 10-10:30 p. m. (EDST). Besides Bob Hope, program under new format will continue to feature Jerry Colonna with Barbara Jo Allen returning as "Vera Vague." Other talent includes the Mirium Group, vocal aggregation, and weekly name guest. Desi Arnez fronts music with Wendell Niles handling commercials. Guest singers are to be used until Mr. Hope decides on permanent vocalist. Albert Capstaff and Robert Stephenson are Hollywood producer and director respectively of Foote, Cone & Belding, agency servicing account.

Ford on WABD

FORD MOTOR Co., New York, is sponsoring the telecast of the seven home games played by the New York Yankees of the All-American Football Conference on WABD New York. First game was Sept. 14, 8:30 p. m. In addition to the seven games Ford also will sponsor the Brooklyn Dodgers football game Nov. 28. J. Walter Thompson Co. is agency handling Ford account.

'Digest' Tests

READERS DIGEST on Sept. 21 starts a test campaign using live copy, one minute transcriptions and chainbreaks in eight markets for nine days. Campaign is conducted by BBDO New York.

AFL Charter Will Spark RDG Drive

Guild Hopes to Form Chapters in Most U. S. Stations

ORGANIZATION of program producers and directors in 860 stations throughout the U. S. and Canada is the immediate goal of the newly-chartered Radio Directors Guild (AFL), George Zachary, New York, temporary president, announced last week.

His announcement, issued by American Federation of Labor headquarters, Washington, was made in conjunction with a release from AFL President William Green on Wednesday that an international charter had been granted by the AFL to the Radio Directors Guild.

"The issuance of this charter completes the framework of AFL organization of all those engaged in the radio broadcasting industry," said Mr. Green. "It means 100% unionization around the microphone."

Charter members of the Guild are: Mr. Zachary, producer of the *Ford Summer Show* for Kenyon & Eckhardt; Edward Byron, owner of *Mr. District Attorney*, Burr Lee, Chicago freelance producer, Paul Franklin, Hollywood, producer of CBS Jack Kirkwood show, vice presidents; Earl McGill, New York freelance, secretary; Newman H. Burnett, New York, executive secretary; Lyle Barnhart, WBBM Chicago, treasurer; Thomas Freebairn-Smith, Hollywood; Lawrence Beckerman, WTOP Washington; Theodore Corday, New York, freelance producer of *Gang Busters*.

Mr. Byron is president of the New York local, Mr. Zachary vice president and Mr. Corday secretary, while Mr. McGill is a member of the council. Mr. Franklin is president of the Hollywood local.

Radio Directors Guild has received pledges of support from all other AFL unions in the radio field, including the American Federation of Radio Artists, a branch of the Associated Actors & Artistes of America, and James Caesar Petrillo's American Federation of Musicians, according to Mr. Green.

Producers who have been members of AFRA will transfer immediately to the Radio Directors Guild, by agreement with AFRA, according to AFL headquarters. With a nucleus of 1,000 members, mostly in the key network originating cities, the RDG plans to expand to all independent stations which employ program production personnel. RDG locals presently are established in New York, Chicago, Hollywood and Washington, the latter having been made possible by the transfer of producers from AFRA to the Guild.

First International

The Radio Directors Guild becomes the first international union in radio, aside from technicians and musicians, according to AFL headquarters. AFRA, as an affiliate of the AAAA, is chartered locally.

Formation of the international guild resulted from a series of conferences between independent unions in Hollywood and Chicago with the chartered local Guild in New York, and officers of the AFL. Last spring the Hollywood Radio Directors Guild (then an independent union) voted to join the New York and Chicago organizations [BROADCASTING, May 6]. Just prior to that action the Hollywood union had assumed jurisdiction over 16 CBS Hollywood producers and directors with the consent of AFRA.

Began Early in Year

Conferences which culminated in the granting of an international charter last week began early this year when the New York Radio Directors Guild sent a committee of five to AFL headquarters in Washington, seeking a charter [BROADCASTING, May 20].

Jurisdiction of the new union covers not only producers of standard broadcast programs, but television directors as well, AFL headquarters said. While the bulk of producers throughout the country are employed by individual stations, most of them in the key network originating points such as New York, Chicago and Hollywood, work direct for agencies handling accounts or on a freelance basis. The RDG aim is to sign up every person in radio who serves as a program producer.

Program directors of stations, who have overall supervision over programs, likely will not be included, according to AFL headquarters, inasmuch as they are considered station executives and therefore not eligible. In many smaller stations with limited staffs, program directors and in some cases general managers produce programs.

Whether RDG would attempt to include such working executives could not be determined, but it was pointed out that the union might well object to executives producing shows in stations where the union has contracts.

While the Lea Act was pending in the Senate, following its passage by the House, the Radio Directors Guilds of Hollywood and New York telegraphed protests to Sen. Edwin C. Johnson (D-Colo.), conference chairman, and to President Truman, along with AFRA and the Independent Citizens Committee of the Arts, Sciences & Professions.

ISSUANCE of a national charter by AFL to Radio Directors Guild marks another step toward unionization of program producers and directors in U. S. stations. With a nucleus now of 1,000 members in key network originating cities, RDG bids to expand to all independent stations. AFL President William Green says it will mean "100% unionization around the microphone."

ELUSIVE JIMMY

'He Just Left—Haven't Seen Him in Weeks'

LOCATING James Caesar Petrillo when musicians' strikes are on is no easy task. Efforts of BROADCASTING to contact him by telephone at his Chicago office, where he issued a statement to the press on Wednesday, met brick wall resistance from his followers. Here's the story, step by step:

First call: Sweet-voiced girl said Mr. P had "just left the office; he'll be back shortly."

Second call, half-hour later: Same sweet-voiced girl asked: "Who's calling, please?" Then: "I haven't seen Mr. Petrillo in weeks. I don't know where he is." (Phone hung up).

Third call: at a second number where Jimmy sometimes hangs out: "You'll find him at State 0063."

Fourth call to State 0063: Sweet-voiced girl, now screaming: "I told you he hasn't been here in weeks. Maybe he's in New York. Maybe he's in Florida. Maybe he's some place else. He ain't here!"

Fifth call: Husky-voiced man and once sweet-voiced girl both on the line: "Why do you keep calling? We're closing up in 10 minutes. If he comes in I'll have him call—but he won't be in."

NLRB REJECTS IBEW PLEA TO LIMIT VOTE

CLAIM of IBEW that only the seven operators at the main transmitter of WSB Atlanta should be permitted to vote in an election under National Labor Relations Board auspices was rejected last week by the board. IBEW had opposed participation by the eight studio control operators and two technicians at the FM transmitter.

NLRB directed that all 17 technicians be permitted to vote for a collective bargaining agency, election to be held within 30 days. The board agreed with WSB that all 17 technicians should be treated as a unit because of their integrating functions, the similar conditions of employment including employe interchange and similarity in skills.

The Board took notice of the fact that 70% of the 350 IBEW broadcasting contracts include both transmitter technicians and studio control operators.

AFM 'Local Affair' Is Now Nationwide

Radio May Have to Use Staff Musicians, Records

NETWORKS and stations may be forced to fill late night spots with staff orchestras, local bands hired especially for the occasion or recordings as a result of James Caesar Petrillo's latest threat.

In his Chicago office Wednesday the American Federation of Musicians president announced that musicians playing at all Hilton, Kirkeby and Statler hotels in all parts of the country would be called out on strike in sympathy with the New York hotel and night club strike. They went out at midnight.

"If this whole thing isn't settled within a few days," quoth Mr. Petrillo, "it'll spread to all the rest of the country. My boys in these other hotels are in full sympathy with the New York musicians" [BROADCASTING, Sept. 9].

Just seven days before—Wednesday, Sept. 4 in New York—Mr. Petrillo said the New York strike was strictly a "local affair" and that he was keeping hands off.

Mr. Petrillo's latest edict—calling out musicians in Hilton, Kirkeby and Statler hotels, affects hostelries in Dayton, Ohio; Los Angeles, Albuquerque, Long Beach, Washington, Boston, Buffalo, St. Louis, Cleveland, Detroit, Pittsburgh and Philadelphia. He previously ordered musicians out of the Blackstone, Stevens and Palmer House in Chicago, the day after he announced in New York that the strike was a "local affair."

Meanwhile conferences between New York Local 802 and management of hotels over the union's demands for a 25% increase in pay continued with "some progress" reported. "Management countered with an offer of 12½% increase, which the musicians rejected.

Although a nationwide hotel strike would seriously affect remote pickups in scores of cities, the major networks last week seemed little concerned. CBS, NBC, MBS and ABC reported little trouble so far as a result of the spread to a dozen cities in addition to New York. All networks said they would rely on recordings or orchestras at hotels not affected by the strike, but Mr. Petrillo threatened to pull his "boys" out of all hotels.

In such event broadcasters would be obliged to replace scores of remotes with records or staff orchestras. Cost of the latter would mount, since in most cases the musicians would be on overtime. In some cities, however, even the use of staff bands would be prohibited by union regulations which provide that musicians must work their day's schedule within a specified number of hours.

Audience Index Values of BMB Reports

Three of at Least Nine Uses Cited By Frank

By PHILIP FRANK
Executive Secretary, BMB

BROADCAST Measurement Bureau was organized jointly by the American Association of Advertising Agencies, the Association of National Advertisers and the National Association of Broadcasters for the purpose of making a uniform measurement of radio station and network audiences. The field work was done in March, the findings are being tabulated and within the next month or two, the material will be published in three forms:

1. *Station Audience Reports:*—Each report will be for a single subscribing station. It will include day and night BMB audience maps showing all counties and measured cities in which 10% or more of the radio families listen to the station one day or more a week, together with detailed information regarding the size of its day and night BMB audiences in each place.

2. *U. S. Area Report:*—Here one may look up any county or measured city (about 1,000) and find all the stations having day or night audiences in the place, together with the BMB audience figures for subscribing stations.

3. *Network Report:*—This report will show the day and night BMB audiences of each of the four major networks and subscribing regional networks in each county and measured city.

How to Use

These are the BMB materials with which the advertising and radio industries will work How will they be used? Even before publication nine separate uses for BMB have been brought to light. In this article we will discuss the first three.

The first decision the advertiser makes regarding radio is whether to use it. In the past more acceptable factual data have been available on other media than on radio with the result that in a consideration of various types of media radio has been at a distinct disadvantage. BMB will be one factor in helping to correct this situation.

It should not be inferred, however, that "BMB audience" is comparable with "ABC circulation." No one yardstick can measure both space and radio media since they are not measureable in the same terms. Nevertheless advertisers and agencies are continually called upon to compare these media. And they are doing this with what they term the present unacceptable material. BMB will help because it is the most fundamental measurement in radio just as ABC is the most fundamental measurement in space media. And both measurements are uniform for the media they serve, ABC for all publications, BMB for all radio stations and networks.

Evaluating Stations, Networks

Having decided to use radio advertising, advertisers and agencies can turn to BMB for an overall evaluation of stations and networks. This can be done on the basis of total BMB audience day or night or by a comparison of the audience-cost ratios of various stations—an efficiency factor that might be expressed as cost per thousand BMB.

Such a factor might serve as a guide for evaluating radio in much

(*Continued on page 83*)

WITH field work completed and findings currently to be tabulated for the new uniform measurement service of BMB, Mr. Frank here explains some of the possible applications for the forthcoming reports. Three possible utilizations are given in this, the first of three consecutive articles in BROADCASTING on the Broadcast Measurement Bureau.

Mr. Frank

Nelson Explains BMB Aim

As Chairman of the Advertising Industry Relations Committee of Broadcast Measurement Bureau I have been asked so many questions by advertisers, agency, station and network people that I have seldom had time to answer all. As a result I suggested to BMB that a series of meetings be held to tell everyone who is interested some of the uses to which the BMB material, when available, could and could not be put.

To get the general overall agency thinking, which also reflects the advertisers' thinking, Philip Frank, Executive Secretary of Broadcast Measurement Bureau, interviewed many agency people, among them Frank Silvernail, Batten, Barton, Durstine & Osborne; Elizabeth Black, Joseph Katz Agency; Helen Thomas, Spot Broadcasting; Helen Wilbur, Doherty, Clifford & Shenfield; Frank Palmer, Kenyon & Eckhardt; William Maillefert, Compton Advertising; Gordon Mills, Arthur Kudner Agency; Thomas Lynch, Donahue & Coe; William Rogow, Neff-Rogow; Theodore Fisher, Ruthrauff & Ryan; and Carlos Franco, Young & Rubicam. All of these people as well as many more have contributed their time and thinking to the successful educational program now being put on by Broadcast Measurement Bureau. These meetings explain the uses of the material to advertisers and agencies. At the NAB meeting in Chicago in October the representatives of Broadcast Measurement Bureau will cover the importance of this operation to the stations and networks from a general sales standpoint.

As a result of the interest taken in these BMB clinics held in New York during the last eight weeks it was felt that those who were not able to attend the meetings in either New York or Chicago should know the background of this idea as well as what is being told those attending. That is the purpose of this article and two to follow in consecutive issues of BROADCASTING.

Speaking for the AAAA's Timebuyers' Committee and for other advertising and agency people, I can only say that all of us appreciate the splendid cooperation given by the individual stations, networks, NAB, ANA and AAAA and to express the hope that this is only the beginning of something that will continue year after year and will be one of the acceptable yardsticks not only to the radio industry but to the advertising industry in general.

Linnea Nelson
J. Walter Thompson Co.

Sholis Cites CCBS Efforts for FM

Survey Figures Reply To Suppression Charges

CLEAR CHANNEL Broadcasting Service undertook last week to show that its member stations "are in the forefront of those promoting FM" and that power above 50 kw for the clears, instead of retarding FM, will provide service to listeners whom FM won't reach.

In a report on FM operations of the 16 CCBS member stations, Victor A. Sholis, CCBS director, declared that:

Nine are now on the air with FM, "all but three having been broadcasting since the dim pre-war days"; the 10th and 11th hope to start interim operation before the end of 1946 with low power pending delivery of high-power transmitters; the 12th has a conditional construction permit while three others have applications pending before FCC, and the 16th, "because of its long-time emphasis upon farm broadcasting," withdrew its request for metropolitan FM and is making enginering studies looking toward an application for a rural station.

Mr. Sholis said the survey was made to:

"1. Show up the fallacy underlying the viewpoint of those who oppose improvement of the present inadequate AM service to rural and small-town listeners on the basis that it will retard FM, from which these same listeners can expect little or no service.

"2. Establish the fact that the clear channel stations, which would be most directly involved in improving rural service by going to higher power, are in the forefront of those promoting FM.

"3. Offer a commentary upon the hints, as vague as they are constant, that some groups in radio—never specifically named—are engaged in some sort of 'sinister conspiracy' to hold back FM."

Clears' Pioneering

CCBS stations, Mr. Sholis said, "in city after city . . . were the first AM broadcasters to go into FM," and "staged extensive audience promotion campaigns—as far back as the early 40s when receivers were available."

Member stations reported ready or almost ready to begin FM operation, in addition to those already on the air, include:

WWL New Orleans was slated to get into full FM operation last week, after beginning test broadcasts the week before. WHO Des Moines "will be on the air with an FM station probably by the end of 1946" if it receives authority for interim operation with 3 kw pending delivery of a 50-kw transmitter promised for next year." WFAA Dallas "is also seeking to go on the air with less power this year, pending delivery of its 37-kw transmitter." WHAS Louisville, operating FM experimentally since 1944, expects to start commercial operation "in a few months."

"As in the case of the other clear channel stations," Mr. Sholis asserted, WHAS' FM programming "will be aimed at the metropolitan audience and will be distinct from

(*Continued on page 93*)

MORNING IS GOOD TIME ON WHO!

(THESE HOOPERATING FACTS WILL AMAZE YOU!)

You'd naturally expect WHO to rate tops in Des Moines, even if you'd never *seen* a Hooperating. But what about other cities in Iowa?

To find out we asked Hooper to survey eleven outside zone cities from 30 to 146 airline miles from Des Moines, seven having their own stations.

Result: Proof that the outside cities have far more "sets in use"—*that WHO rates even higher outside of Des Moines than it does, inside, with a 9.5 morning Hooperating!*

Here is morning summary for the 11 cities:

		WHO		OTHER NBC		ALL CBS		ALL ABC-MBS		ALL OTHERS	
	Sets in Use	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.
8 AM to NOON Mon. thru Fri.	20.3	9.5	46.7	—	0.2	3.4	16.9	6.6	32.4	0.8	3.8

Good programming and good *public service* make WHO a "must" in Iowa. We (or Free & Peters) will gladly give you the availabilities for spot programs, both as to time and to the extraordinary local talent facilities which WHO has assembled. Write!

WHO

+ *for* Iowa PLUS +

Des Moines . . . . . 50,000 Watts

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives

Six-Day Schedule for NAB Convention

Board Meeting Friday; Small Outlets Hold Two-Day Session

By J. FRANK BEATTY

SIX-DAY session will be required to handle all NAB convention activities when the industry holds its first postwar meeting at Chicago next month. Though the formal agenda is timed from Monday morning Oct. 21 through Thursday night, convention events will start with Sunday registration and BROADCASTING golf tournament, ending Friday when the new board of directors holds its first meeting.

Plans for the convention began to take definite shape last week as C. E. Arney, Jr., NAB secretary-treasurer and convention director, worked out details for several convention meetings. These were the Small Market Stations and music copyright meetings Wednesday morning at which district chairmen will be present, and Broadcast Measurement Bureau meeting Tuesday afternoon. List of convention speakers will be announced soon.

Small station details were worked out last Monday and Tuesday at a meeting of the Small Market Stations Executive Committee, in which Mr. Arney participated along with three board liaison members. All small stations are invited to attend the Wednesday morning meeting. Small Market Stations Division will maintain headquarters on the eighth floor of the Palmer House.

Copyright Session

Campbell Arnoux, WTAR Norfolk, last chairman of the Music Copyright Committee, superseded by the Program Executive Committee, will be co-chairman of the music copyright meeting. He is District 4 director. Other co-chairman will be Sidney M. Kaye, first vice president and general counsel of Broadcast Music Inc. They will lead a discussion of all phases of the music copyright problem, which is receiving careful study prior to expiration of present ASCAP contracts in 1949.

Hugh Feltis, president of Broadcast Measurement Bureau, will direct Tuesday afternoon discussion of audience coverage. BMB's first survey results will be mailed to members about three weeks before the convention, it is understood.

Alltime attendance record at the convention was deemed a certainity when advance registrations totaled 737 as of Thursday. Past experience of NAB officials provides basis for prediction that registration at this time will be one-third actual attendance. NAB has assigned 825 of the 1005 rooms provided at the Palmer House and Stevens by the Hilton Hotels.

All meetings except the Wednesday night banquet will be held in the Palmer House. The Stevens banquet hall is the larger.

Assignment of exhibit space on the fourth floor of the Palmer House is not yet complete. Mr. Arney will work out exhibits problems when he goes to Chicago at the end of the month. Eight or ten firms have indicated a desire to display heavy equipment such as transmitters. Space also will be available for transcription and other firms desiring to use the exhibit room rather than their convention suites.

Mr. Arney discussed the small stations program during the two-day meeting held by the Small Market Stations Executive Committee, at the Statler Hotel, Washington. The three board liaison members of the committee participated. They are William B. Smullin, KIEM Eureka, Calif., chairman; Clair R. McCollough, WGAL Lancaster, Pa.; Harry R. Spence, KXRO Aberdeen, Wash.

After working out convention plans, the committee went into a number of problems affecting small market stations. Chairman of the meeting was Marshall H. Pengra, KRNR Roseburg, Ore., though William C. Grove, KFBC Cheyenne, Wyo., served as acting chairman on the opening day when Mr. Pengra was delayed by plane trouble.

Interest focused on the problem of tapping new revenue sources as stations in small markets frequently find themselves surrounded by many competitors due to FCC's policy of quantity grants.

J. Allen Brown, head of NAB's Small Market Stations Division, suggested a number of fields offering potential revenue sources. He mentioned, among others, companies distributing on a statewide basis, utilities, industrial firms and contractors. Mr. Brown cited examples of successful group selling on a regional basis by small stations. Among sponsors utilizing small stations individually and on a group basis are bakeries, flour millers, soft drink and meat packing firms. He described services available to small market outlets.

Arthur C. Stringer, director of special services, said he was completing field work on the series of radio management studies covering small stations. Two studies have been printed and five will be ready by convention time, he said.

News Coverage

Best methods of local news coverage were outlined by Mr. Stringer, who has been conducting a series of state news clinics around the nation. Committee members suggested an NAB manual on local news operation.

Kenneth H. Baker, director of research, and Frank E. Pellegrin, director of broadcast advertising, discussed audience measurement. Members offered a proposal that NAB develop standards of audience measurement which recognize the varying size of markets. Mr. Baker reported on the recent rate card study and the revised accounting manual.

Provisions of the proposed new FCC annual financial report [BROADCASTING, Sept. 9] were discussed. NAB is to participate in an informal FCC conference Sept. 20 at which provisions of the schedule will be reviewed.

Robert T. Mason, WMRN Marion, O., a committee member, described advantages of BMB for small stations and suggested methods of using BMB data.

Employment and engineering problems of stations were reviewed

(*Continued on page 94*)

THOUGH CHAIRMAN Marshall H. Pengra, KRNR Roseburg, Ore., hadn't arrived due to plane trouble, NAB Small Market Stations Executive Committee got under way on time last Monday. Participating were (front row, l to r): Wayne W. Cribb, KHMO Hannibal, Mo.; James R. Curtis, KFRO Longview, Tex.; William C. Grove, KFBC Cheyenne, Wyo.; Glenn Marshall Jr., WFOY St. Augustine; Robert T. Mason, WMRN Marion, O.; Monroe B. England, WBRK Pittsfield, Mass. Back row: Clair R. McCollough, WGAL Lancaster; Kenneth H. Baker, NAB research director; J. Allen Brown, NAB director of Small Market Stations Division; William B. Smullin, KIEM Eureka, Calif.; Frank E. Pellegrin, NAB director of Broadcast Advertising; Harry R. Spence, KXRO Aberdeen; C. E. Arney Jr., NAB secretary- treasurer; Arthur C. Stringer, NAB director of Special Services.

WFBM Owners Buy Evansville Outlet, Subject to FCC Okay

NEGOTIATIONS for sale of WEOA Evansville, Ind., by Evansville on the Air Inc. to Harry M. Bitner and other owners of WFBM Indianapolis for a stripped net price of $200,000 were completed last Wednesday, subject to FCC approval.

The transfer would eliminate one of the last of the original duopoly cases, Evansville on the Air, also licensee of WGBF and WMLL (FM) Evansville, was ordered by the Commission several months ago to dispose of one of the AM stations [BROADCASTING, April 1].

WEOA is a CBS affiliate, as is the Bitners' WFBM. WEOA operates on 1400 kc with 250 w power, and WGBF, an NBC outlet, is on 1280 kc with 5 kw day and 1 kw night.

Bitner Owns 30%

Mr. Bitner, former Hearst publisher, owns WFEA Manchester, N. H., and 30% of WFBM. Members of his family own most of the remainder of WFBM stock.

Evansville on the Air is wholly owned by Curtis Radiocasting, whose major stockholders are President Alvin Eades and Vice President Henry B. Walker. Of 21,817 shares of A stock and 15,000 of B, Mr. Walker, Evansville attorney, owns 4,202 of A and 3,700 of B, while Mr. Eades, in the bakery business there, owns 3,038 and 200. Other stockholders include Secretary-Treasurer Clarence Leich, who has 535 shares of A. Curtis Radiocasting also controls WBOW Terre Haute.

While disposing of the 250-w CBS outlet at Evansville to the Indianapolis radio interests, Evansville on the Air Inc. is seeking through Curtis Radiocasting to acquire an Indianapolis outlet, WABW(FM), which went on the air last October and which has a construction permit for a 250-w daytime station on 1550 kc (WBBW).

WABW and WBBW are owned by Associated Broadcasters Inc., controlled by M. J. McKee and associates, and the proposed sale involves the transfer of stock in Curtis Radiocasting to owners of Associated [BROADCASTING, April 22]. Under the Avco rule a second bidder, Radio Indianapolis, filed a competing offer of cash equivalent to the stock offered by Curtis. The two purchase applications were consolidated by FCC last Thursday for hearing.

Evansville on the Air, however, plans to file a petition asking reconsideration of FCC's action, arguing that the cash bid does not duplicate the stock offer as provided by the Avco rule and therefore is not a "competing bid" [CLOSED CIRCUIT, Aug. 12]. The petition may be filed this week.

Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track!

But our radio point is this: just being big isn't always the answer to everything. Other things must be considered.

Down here in Baltimore it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station. And don't forget this is a 5-station town! If you want low cost sales results . . . put W-I-T-H on that list and things will hum. They always have, smart time buyers say. Remember . . . it's W-I-T-H, the independent.

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Even old
ERDOES

HG *would be surprised*

When Horace Greeley passed out his advice to young men he never dreamed that in 1946 it would be taken so literally.

All along the coast from Canada to Mexico, by rail, by road and by air, people are streaming to the West. This is particularly true of California where 383,252 arrived by automobile alone in the first two months of the year. And with this huge westward migration comes new industry and its wealth, adding to the buying power of millions already recognized as being among America's most affluent customers.

SOMETHING OLD, SOMETHING NEW

To the bulging markets of San Francisco, the Greater Bay Area and all Northern California, KPO brings radio service of the highest caliber. For those whose grandfathers came west in covered wagons, as well as for those who arrive today by auto, rail or air, KPO presents important programs of wide appeal. An outstanding example of one of these is

BARBARA LEE

. . . famous woman's commentator, presented each Monday through Friday from 8:15 to 8:30 A. M. by the H. C. Capwell & Company department store. *Barbara Lee's* broadcasts of informal interviews, household hints and fashion reviews are followed closely by thousands of loyal listeners in Northern California. The fact that the Capwell Store has advertised consistently on the program for more than two years is striking evidence of *Barbara Lee's* selling power.

KPO KEEPS PACE

Since its establishment in 1922, KPO, the only 50,000-watt station in the Bay Area, has kept pace with the growth of the area it serves. Continuing improvement in facilities and programs has guaranteed undisputed leadership in Northern California. Results have made it first choice of national and local advertisers.

FIRST IN NORTHERN CALIFORNIA

KPO

50,000 WATTS 680 KC

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

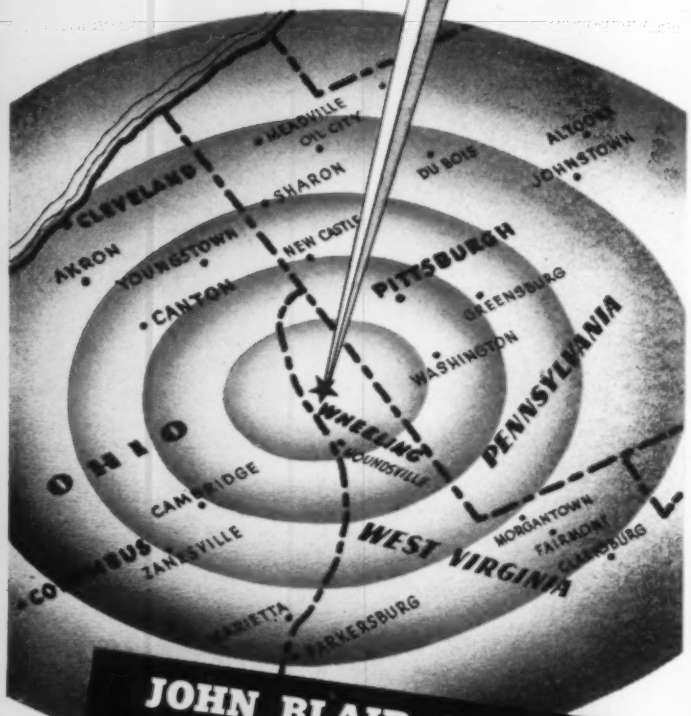
Going our way!

For years we've been hitting one of the world's most thriving industrial markets and we would like you to come along. Our destination is 1,747,955 Primary Area radio homes* from a total population of over *seven million* potential listeners!

What's more, our specialized programming designed for 'just plain folks' has proved audience response from a potential total of 7,536,910, urban and rural listeners!

All this adds up to vast and responsive listener appeal which can definitely bring more for your sales dollar. That's why we'd like you to join the parade for the best dollar-for-dollar radio advertising buy. GOING OUR WAY?

*Based on figures compiled for the WWVA Coverage Map and Market Data sheet. Your copy on request.



JOHN BLAIR & CO.
National Representatives

WWVA 50,000 WATTS
WHEELING, WEST VIRGINIA

Ratings for Pacific Given by Hooper

***Blondie* Leads August List; *Whistler, Shayne* Next**

AUGUST Pacific Network Hooperatings released last week list *Blondie* first among the first 15 programs on the Pacific Coast with *Whistler* second, and *Michael Shayne* in third place. The report showed an average evening audience rating of 6, a decrease of 0.1 from last report, and a decrease of 0.2 from the same period last year.

Average sets-in-use reported were 24.4. This was 0.2 less than last report and 0.2 more than a year ago. Average evening available audience is 72.2, up 1.6 from last report, and up 2.9 over last year. Average daytime audience rating is 3.0, down 0.6 from last report, average daytime sets-in-use reported are 13.0, which represents a decrease of 2.0 from the last report. Average daytime available audience is 65.6, down 0.5 from last report.

The program ratings are: *Blondie* 13.8, *Whistler* 13.4, *Michael Shayne* 12.9, *Aldrich Family* 11.4, *Frank Morgan* 11.3, *Crime Doctor* 11.0, *Jergens Summer Edition* 10.8, *Adventures of Ellery Queen* 10.6, *Quiz Kids* 10.2, *Big Town* 10.2, *Mr. & Mrs. North* 10.0, *Screen Guild Players* 9.7, *Skippy Hollywood Theatre* 9.6, *This is Your F.B.I.* 9.1, *Bob Hawk Show* 9.1.

CBS to Expand Late Evening News Roundup

CBS will expand the network's late evening news programs from the 15 minute 11 p.m. (EDT) period to 30 minutes effective Sept. 15.

Under the new setup, there will be a reassignment of newsmen. Charles Collingwood will be heard Monday - through - Friday 11:00-11:10 p. m. for the vacationing John Daly, and Joseph C. Harsch will be heard the same nights from 11:15-11:25 p.m.

Ned Calmer will give the news Saturdays and Sundays at 11:00 - 11:10 p.m. while Eric Sevareid will be heard Saturdays 11:15 - 11:25 p. m. The Monday through Sunday 11:10 - 11:15 p. m. period will be filed by CBS special features, or local stations may use local news for this period. CBS Footnote will be heard Monday through Saturday at 11:25 - 11:30 p. m., with the report on the U.N. continuing on Sunday 11:15 - 11:30 p. m.

Bennett Retires

ELLSWORTH C. BENNETT, after 37 years with McCann-Erickson, is retiring from the agency field to make his home in Fort Myers Beach, Fla. For many years assistant to the late A. W. Erickson, head of the Erickson company, Mr. Bennett continued as a vice president and director following the formation of McCann-Erickson.

COME OUT and see me at the park, suggests Rosie the Bear (that's her on the left) in interview with Ray McGuire, WNOE New Orleans special events and sports director.

'Tom Mix' Show to Add Plugs for Safety Council

THE Ralston Purina Co., St. Louis, Mo., sponsor of *Tom Mix and His Ralston Straight Shooters* program on MBS, will relinquish its commercial messages in broadcasts from stations in Chicago and New York on Sept. 23 and Oct. 4 in order to promote the "Tom Mix Safety Campaign."

Stations carrying the program elsewhere are invited to devote the period given the final commercial to local cut-ins on the safety theme.

The campaign, conducted in cooperation with the National Safety Council, will dramatize the need for American children to be careful at home, at play, and on the streets with the feature of the promotion in New York and Chicago being the award of Monarch bicycles to children for outstanding achievements in promoting the cause of safety.

The Gardner Co., St. Louis, agency for Ralston, will service local MBS stations free of charge and free of advertising messages, with complete promotion kits including pictures, posters, mats and postcards to help put over the campaign.

CBC Board to Meet

CANADIAN BROADCASTING CORP. Board of Governors is to meet at Ottawa on Sept. 25, A. D. Dunton, CBC chairman has announced. While agenda was not not announced, it is known the board will take up problems brought out at the recent Parliamentary Committee hearings, including the free daily newscasts of the *Toronto Daily Star* on CBL Toronto. Problems affecting expansion of CBC in connection with its taking over of three clear channels are also expected to be discussed by the board.

How the three R's became four

Today it's *readin'*, *'ritin'*, *'rithmetic*.. and RADIO. Radio has become one of the teacher's most versatile tools. In science, social studies, music, and literature, the classroom radio enriches and supplements the work of the teacher.

To pupils, it brings valuable educational experiences in an interesting and effective way. In leading cities, as many as 85% of the schools are using radio as an essential part of classroom instruction.

EDUCATION BY RADIO
A growing movement of tremendous potential for every school child today..

In the spirit of public service, Westinghouse has taken an important place in this movement with the founding in 1943 of Radio Workshops for Teachers. In these Workshops, teachers are grounded thoroughly in radio fundamentals and techniques.

In turn, the teachers put this knowledge to work by creating and producing educational programs of unusual merit, broadcast regularly during the school year, especially for classroom reception.

In addition, through their training in utilization and evaluation of radio programs, teachers are able to guide students' extra-curricular listening preferences into the more rewarding channels.

To maintain and develop this unique educational program takes much time, considerable effort, and no little money. Frankly, the commercial potential is nil. But we feel this is a decisive step toward *better radio in the public interest*.. which makes it more than worth while for Westinghouse.

Westinghouse
RADIO STATIONS INC
KDKA · KYW · WOWO · WBZ · WBZA · KEX

National representatives, NBC Spot Sales—except for KEX
For KEX, Paul H. Raymer Co.

'Birthplace' of Radio Wants Station

Murray, Ky., Submits AM Application To FCC

By WARD ARCHER

IN 1892 across a swampy southern woodland near Murray, Ky., an obscure farmer-inventor named Nathan Stubblefield, so legend says, sent the world's first radio message. "Hello, Rainey," are supposed to be the words he transmitted without wires to Rainey T. Wells, a young attorney and friend.

Mr. Stubblefield, however, died without recognition and Murray, which claims to be the birthplace of broadcasting, doesn't even have a station.

Last Monday application for an AM permit there was tendered for filing with the FCC by Murray Broadcasting Co., one of whose stockholders is Vernon C. Stubblefield Sr., Murray druggist and a cousin of the inventor. The attorney handling the application is Neville Miller, former president of the NAB and onetime mayor of Kentucky's largest city, Louisville, during the 1937 flood when radio played a leading role in public service.

Honored by State

Although Marconi, who sent wireless messages three years after the Murray experiment, is generally recognized as the inventor of radio, the Kentucky Legislature in 1944 passed a resolution saying that Mr. Stubblefield was "entitled to the highest honor and respect at the hands of the people of the commonwealth and this nation for his outstanding scientific achievement and public service."

In 1902 Mr. Stubblefield twice demonstrated "wireless telephony" before large audiences in the East, once from a steamer in the Potomac River off Georgetown. He was granted patents in 1908, but partly because of his own peculiarities, his lack of business ability and an abnormal fear that someone would steal his idea, he never commercialized it. He disappointedly retired to a hermit's cabin near Murray where he was found dead in 1928.

President of Murray Broadcasting Co. is George E. Overbey, Murray lawyer and former Navy lieutenant who served in the Pacific. W. G. Swann, head of a tobacco handling business in Murray, is vice president, and M. O. Wrather, director of public relations of Murray State Teachers College, is secretary treasurer. Vernon Stubblefield, who owns 20 shares of stock and is one of 11 shareholders, worked with his cousin and studied the theory of radio. He "has long hoped and dreamed of a radio station in Murray, the birthplace of radio," the application states.

Mr. Stubblefield with his pioneer radio set.

The corporation seeks to operate on 1340 kc with 250 w fulltime. Two other applications for the same frequency, both applying for a station in Paris, Tenn., 22 miles from Murray, are scheduled for a Commission hearing in Paris, Sept. 28-30. The Murray firm has petitioned to be heard at the same time. The other applicants are Paris Broadcasting Co., and James A. Dick *et al*, doing business as Paris Broadcasting Co.

NO OFFENSE MEANT

Answers Florida Governor On Radio Slight

WHEN Gov. Millard Caldwell of Florida overlooked radio in invitations to a "no-holds-barred" press conference, Douglas Silver, president and general manager of WIRA Fort Pierce, asked him why, and received prompt assurance the governor will be "more than glad" to have radio men attend.

In his invitation Governor Caldwell had said newspapermen could meet him in Orlando Nov. 7 for a frank discussion of state problems —with no holds barred. The invitation was extended through the presidents of three state press associations.

James Legate of WIOD Miami, president of Florida Assn. of Broadcasters, said he was sure the omission was an oversight. But Mr. Silver telegraphed the governor direct.

"Why bar radio men from your 'no holds barred' conference?" he asked. "President Truman's joint press and radio conferences and the Congressional press and radio gallery offer ample precedent for you to provide equal facilities to the radio industry. In view of your inviting presidents of the press associations to confer, I strongly urge extension of a similar opportunity to Fla. Assn. of Broadcasters."

In answering, the governor said he meant no slight to radio men.

As you were

These are familiar words to a lot of ex-soldiers, and their wish to get back—as they were—has pushed retail clothing sales in the Nashville area to a new high. . . . Even before the war, sales amounted to almost 15 million dollars annually. . . . This is just a sample of the strong retail market that is effectively covered by WSIX. So whether your's is a new product, or a long-established one try the buying power of our great audience. Your answer to sales success in Nashville is WSIX.

. . . WSIX gives you all three: Market, Coverage, Economy

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN and MUTUAL

5,000 WATTS

980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.

more facts make more sales

But sales *data* are no substitute for sales*men* at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

The KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City • Atlanta
San Francisco • Los Angeles • Dallas

STATIONS SERVED BY
The KATZ AGENCY

North and Midwest

WCOP	ABC	BOSTON
WMT	CBS	CEDAR RAPIDS-WATERLOO
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WEEK	NBC	PEORIA
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WNAX	ABC	YANKTON-SIOUX CITY

THE NEW ENGLAND GROUP

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
WPDQ	ABC	JACKSONVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WGBS	ABC	MIAMI
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

Surely!

WBIR *(IN KNOXVILLE)*

is a LOCAL station

AND PROUD OF IT!

LOCAL—WBIR is a LOCAL station in all that the name implies. We cover the LOCAL Knoxville market with the best of LOCAL and ABC programs.

LOCAL—WBIR was the first station in Knoxville to employ LOCAL reporters of LOCAL news.

LOCAL—WBIR was the first station in Knoxville to begin regular weekly LOCAL forum programs.

LOCAL—WBIR broadcasts regular weekly LOCAL musical programs using LOCAL talent.

LOCAL—WBIR broadcasts many LOCAL special events programs and supports every worthwhile LOCAL civic and community improvement campaign.

RESULT—WBIR has the top daytime audience in Knoxville confirmed by HOOPER. Every advertiser is interested in one thing—the LOCAL audience! WBIR can deliver the LOCAL audience to both national and local advertisers.

NUNN STATIONS
• WBIR KNOXVILLE, TENN.
• WLAP LEXINGTON, KY.
• WCMI ASHLAND, KY. HUNTINGTON, W. VA.
• KFDA AMARILLO, TEX.
• WMOB MOBILE, ALA.

WBIR
A NUNN STATION

KNOXVILLE, TENN.
ABC -- 1240 KC
John P. Hart, *Manager*

NEGOTIATIONS for a new weekly program of operatic arias, featuring Metropolitan Opera stars and titled the *Scalamandre Concert Hour*, were completed by WOR, sponsor and agency representatives. Shows begin Oct. 9, 10-10:30 p.m. on the New York station. Left to right are: Donenico R. Gigli, of the New Century Adv. Co.; Eugene Thomas, WOR sales manager; Franco Scalamandre, president of sponsoring Scalamandre Silks Inc.; and Gene McCarthy, WOR salesman.

War Advertising Cost $28 Million in Canada

PAID ADVERTISING used by the Canadian government during the war from September 1939, to June 1946, amounted to $28,585,000, a return tabled in the House of Commons at Ottawa shows. There is no breakdown as to how much was used in various media but radio was used by all departments.

Over half the total, $15,202,000 was used by the government for Victory Loan and war bond drives. The Wartime Prices and Trade Board (Canada's OPA) used advertising amounting to $3,413,000; Canadian Army used $2,580,000; Department of Labor $1,192,000; National War Services Department $782,000; Royal Canadian Air Force $765,000; Department of Agriculture $722,000; Department of Trade and Commerce $697,000; Department of Transport $623,000.

Departments using under $500,000 each were Economic Stabilization Committee, Post Office, Department of Veterans Affairs, Unemployment Insurance, Department of Fisheries, Department of Health and Welfare, Income Tax, Civil Service Commission, Foreign Exchange Control Board, and a number of others. While major advertising expenditures were during the war years, the Departments of Veterans Affairs and Health and Welfare have in the last year become big buyers of advertising for educational and informational publicity.

WHBF to ABC

LES JOHNSON, vice president and general manager of WHBF Rock Island, Ill., announced last week that the station will join ABC as a basic outlet Jan. 1, 1947. Station is a full time operation on 1270 kc, using 5,000 w. It is affiliated with the *Rock Island Argus*. Since 1939 WHBF has been a basic outlet of MBS.

KINSTON APPLICANT SEEKS 810 KC DAY

A NEW 1-kw daytime station on 810 kc at Kinston, N. C., is sought in an application filed with FCC last Monday by Kinston Broadcasting Co., owned by local businessmen including some stockholders in existing stations.

W. R. Roberson Jr., only nonresident of Kinston among the 24 stockholders of the new company, is general manager of WRRF Washington, N. C., and interested in an application for a new daytime station at Clinton, N. C. Other stockholders with existing radio interests are Victor W. Dawson, manager of WFNC Fayetteville, N. C., and vice president of WLPM Suffolk, Va., and of Scotland Broadcasting Co. which is seeking a station at Laurinburg, N. C.; and John G. Dawson, vice president of WFNC and also stockholder of WLBJ Bowling Green, Ky., and of Norfolk Broadcasting Co., seeking a station at Norfolk.

Officers, all local businessmen, are A. K. Barrus, president; John H. Tyler, vice president, and C. F. Harvey 3rd, secretary and treasurer. Manager of the proposed outlet has not been selected.

Page Takes Over Duties Of Freeman with M & P

GORDON E. PAGE, formerly of Benton & Bowles and previously with Lennen & Mitchell and N. W. Ayer & Son, has joined the copy staff of Marschalk & Pratt Co., New York. He takes over the duties of G. Willard (Bill) Freeman, who has been responsible for the creative work on the Standard Oil Co. of New Jersey account in both radio and television. Mr. Freeman is taking a seven month leave of absence to teach advertising courses in Webber College for Women at Babson Park, Fla., as professor of business administration.

Immediate *Action*

They're hitting hard and fast these days out in the Puget Sound Country . . . Salmon and Sales. When you tie into one of those fabulous fighting King Salmon, Mister, you get action—and when your sales message is heard on KOMO you get *ACTION!*

The more than million people in KOMO's metropolitan pool of buying power give instant, active response to what they hear over this *exclusive* voice of NBC in the Puget Sound Country. Their income is far above the national average . . . total effective buying income tops *two billion dollars.* They *can* buy the many things they want and they *do.*

MARK this MARKET for immediate action—Use KOMO for more sales per advertising dollar.

KOMO

NBC

for SEATTLE AND THE PUGET SOUND COUNTRY

65% of Washington State's dollars is spent in this pool—the KOMO effective Merchandising Area

WASHINGTON STATE

National Representative: EDWARD PETRY & CO., INC., NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES DETROIT ST. LOUIS

VOX POP Says "HELLO, IOWA!"

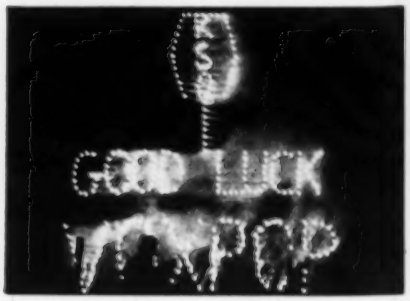
Part of the record-breaking crowd of more than 25,000 watching the opening Lipton-sponsored Vox Pop broadcast originating from the Iowa State Fairgrounds over KSO in Des Moines. Working at the mike is Parks Johnson (back to camera) while co-emcee Warren Hull stands to one side. Worrying about the hands on his stop watch is Rogers Brackett, director of the show.

KSO's Bill Baldwin interviews Parks and Warren in one of the three KSO street broadcasts staged to give the Vox Pop broadcast plenty of advance build-up.

Parks interviews three 4-H Club winners for his nation-wide radio audience. The broadcast attracted one of the largest crowds ever to fill the fairground grandstand.

Many downtown stores featured life-sized blowups of Parks and Warren in their windows. KSO and Lipton's arranged these eye-catching displays in choice locations.

Warren interviews a champion old time fiddler during the broadcast. The fairgrounds audience enjoyed the program's good natured entertainment.



Fireworks and state fairs go hand in hand. Here's a "red hot" display expressing KSO's well wishes for the success of the new Vox Pop program.

at Des Moines' Biggest State Fair

25,000 Pack Stands for Opening CBS Broadcast Over KSO

Vox Pop captured the spotlight at Iowa's biggest State Fair, August 27 in Des Moines. And to coin an expression, *everybody's happy* about the broadcast. Parks Johnson and Warren Hull . . . Lipton's . . . CBS . . . and Young & Rubicam's hard-working crew . . . have good reason to be *pleased* with their successful "*in person*" *contact* in this rich Central Iowa market. KSO and the folks of Iowa say, "*Thanks for coming* . . . come back again, *soon!*"

KSO

DES MOINES, IOWA 5000 WATTS
BASIC COLUMBIA OUTLET

Murphy Broadcasting Company, Kingsley H. Murphy, President
George J. Higgins, General Manager — Headley-Reed Co., National Representatives

Vox Pop's two engaging emcees at the mike: Warren Hull and Parks Johnson. They made a big hit with the capacity crowd; sold plenty of Iowans on Lipton's.

Welcome at the airport. Left to right: Aubrey Williams, Young & Rubicam; Parks Johnson; Mayor John MacVicar of Des Moines; Warren Hull; B. A. Bolt, Jr., Lipton's gen. promotion mgr.; Buzz Willis, producer; George Higgins, KSO vice pres. and gen. mgr.; Harry Rauch, Young & Rubicam radio publicity director.

KSO pre-broadcast dinner honoring the Vox Pop stars, Parks Johnson and Warren Hull. Attending were Mayor John MacVicar of Des Moines, CBS station managers of Iowa, Thos. J. Lipton Co. representatives, the press and leading business men and women of Des Moines.

Honolulu Station Gets War Building

KPOA Defeats CPA Denial, Debuts Sept. 22

CPA construction permits are nice to have around when FCC authorizes a new station, but they aren't necessary. KPOA Honolulu wouldn't be taking the air Sept. 22 if they were. Known around the islands as Radio Hawaii, the station will make its debut Sunday with usual fanfare but without benefit of CPA blessing.

Limited to $1,000 for construction work as a result of CPA's denial of a permit for its projected new building. Lieut. Col. Henry C. Putnam, now on terminal leave as public relations officer, Pacific Ocean Area (inspiration for the KPOA call letter), got the station under way after a summer teeming with obstacles.

One of three partners in Island Broadcasting Co., Colonel Putnam took over managership of the project last spring. Other partners are J. Elroy McCaw, who is 50% owner of KELA Centralia, Wash., and John D. Keating, West Coast representative and recorder.

A veteran of the Okinawa invasion and other engagements, Colonel Putnam planned a July opening for KPOA, should FCC grant a CP by April. That was last March before the CPA handed down its order limiting non-housing construction. And it was before the late-spring tidal wave that aggravated Hawaii's shortage of building materials.

Accustomed to the rigors of military operations, he started moving quickly in April after the CP came through. Plans were ready for the last word in modern studios and transmitter facilities. But CPA refused to issue a permit.

At that point Colonel Putnam was up against a stone wall. Having lived in Honolulu 15 years and having been stationed there much of his Army career, he quickly had a hunch. The hunch was the wartime-built building in downtown Honolulu used by the Armed Forces Radio Service. Enough red tape to fight a war had to be unwound, but he came up eventually with a lease on the building, along with a lease on an Army structure located on Kapiolani Blvd. This structure had a concrete floor and is situated on marshy land just off the bay. The boulevard building provides an ideal transmitter site, with room for a small studio.

Few of the thousands who will hear Honolulu's new 5 kw signal on 630 kc when it takes the air will know how close KPOA came to a long period of waiting, for the city's housing and building conditions are critical because most building since 1941 has been confined to military installations.

Dedicatory programs will be provided KPOA by KIRO Seattle, KGW Portland and many other West Coast outlets. KPOA plans program exchange arrangements with a number of West Coast outlets and has its own San Francisco studios in the Fairmont Hotel. Mr. Keating is in charge of the San Francisco studios, where programs are transcribed or shortwaved to Honolulu.

Director of national sales at KPOA is Richard S. Downie, former Navy lieutenant who had been stationed in the Pacific. Before the war he had been manager of KEVR Seattle and had been at KOL and KIRO Seattle as well as KELA.

Robert Bird, who recently resigned from the staff of the State Dept's. 100,000 w station near Honolulu, is chief engineer of KPOA. The station has a 5 kw Western Electric transmitter of latest type and a 300-foot Lehigh tower. Edward Petry & Co. is national representative with news service supplied by AP. The station will proceed with plans for a building of its own when the CPA ban has been lifted.

Another Cash Crop Means Extra Millions for WIBW listeners

First wheat . . . now corn . . . adds extra millions to the purchasing power of WIBW listeners.

IMPORTANT TO YOU is the fact that WIBW-advertised goods and services are the top-ranking choice of this six-state VOLUME-BUYING audience. It has been that way for over 20 years. That's why we're absolutely confident we can do a swell job for you.

Ask any WIBW advertiser! He'll tell you that you simply can't do a complete sales job in Kansas and adjoining states without the friendly, personalized selling help of WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

Buys WBKB Time

COMMONWEALTH EDISON, Chicago, became purchaser of Chicago television time when George B. Bogart, vice president of J. R. Perschall Co., Chicago, (agency for Commonwealth Edison) and John Balaban, secretary-treasurer of Ballaban & Katz, signed a 26-week contract at WBKB Chicago. In setting up its rate card [BROADCASTING, Aug. 26] WBKB based its scheduled prices on the number of sets in use in Chicago area. For two years prior to station's acceptance of commercial contracts Commonwealth Edison has telecast its *Telequizicalls* on a cost-sharing basis, producing 100 shows.

MORE SPEECH POWER

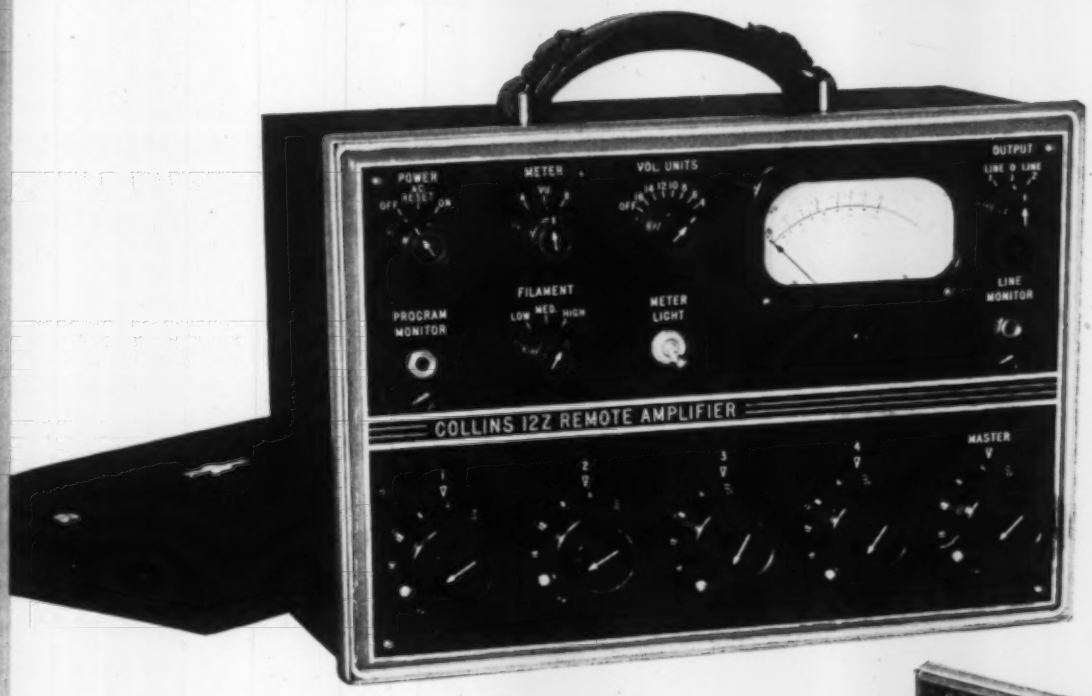
Electronic Clipper Equalizes Vowels and Consonants

CONSIDERABLE commercial and military value is attributed to a new device to step up the power of the radio voice. Described Sept. 6 to the convention of the American Psychological Assn. by Dr. J. C. Licklider, the newly-developed electronic device known as a pre-modulation clipper will multiply voice power five times without an increase in transmitter power.

Dr. Licklider says the clipper takes advantage of the fact that vowels carry most of the power in speech and, while suppressing or clipping the vowels and carrying consonants intact, the transmitter may carry fully intelligible speech with maximum effectiveness.

Developed in a Navy-sponsored project, the unit comprises a single radio tube and associated circuits that occupy less than three cubic inches.

For Better Remote Broadcasts . . .



Construction is compact and clean

. . . Complete in One Package!

The light weight, small size, a-c or battery operated Collins 12Z remote amplifier is a modern contribution to the furtherance of high quality remote broadcasts. Its frequency response of 30-12,000 cps ± 1.0 db and noise level of more than 55 db below program level are in keeping with high fidelity AM and FM standards.

The 12Z features excellent performance, program protection, and convenience. Stabilized feedback maintains program quality over a wide variation of operating conditions. The self-contained batteries are connected automatically should the a-c power source fail. If the program line should fail, a twist of a knob connects a second line. The four microphone input channels have individual attenuator controls, in addition to the master control. The large, illuminated VU meter reads output level or operating voltages.

Complete in one package, the equipment weighs only 40 pounds and can be carried readily by one person. Transportation and set-up problems are reduced to a minimum. Maintenance is greatly simplified through advanced chassis design. The 12Z can be disassembled completely and quickly, using only small hand tools. For more detailed information, write today.

Specifications:

Mixing channels: four
Gain: approximately 90 db
Frequency response: 30-12,000 cps ± 1.0 db
Noise level: more than 55 db below program level
Distortion: less than 1% from 50-7500 cps
Input impedance: 30/50 ohms. 200/250 ohms on special order
Output impedance: 600 ohms (150 ohms available)
Power output: 50 milliwatts (+17 dbm)
Power source: 115 volts a-c, or self-contained batteries
Batteries: standard types, easily obtained
Weight: 40 lbs. complete
Size: 14½" w, 11½" h, 8¼" d

FOR BROADCAST QUALITY, IT'S... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

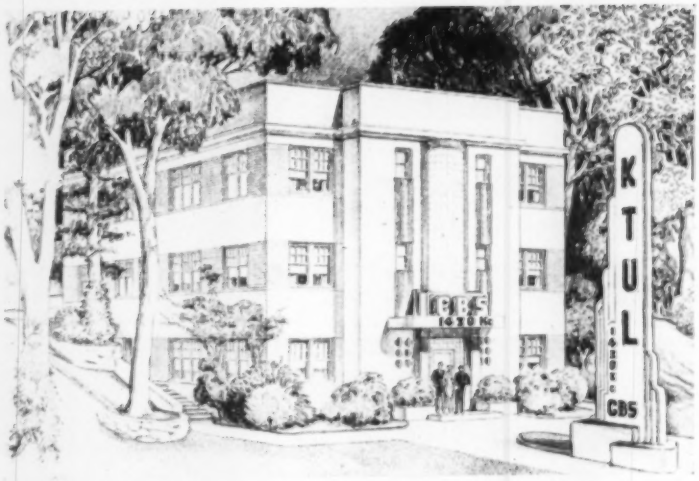
11 West 42nd Street, New York 18, N. Y. • 458 South Spring Street, Los Angeles 13, California

NBC-UN OBSERVANCE WEEK IS POSTPONED

NBC-UNITED Nations Observance Week will be postponed from Sept. 22-28 to Oct. 20-26 to coincide with the delayed UN General Assembly meeting expected to convene at Flushing Meadow on Oct. 23.

At a special meeting last week NBC officials decided to postpone the NBC-UN projects week as well as its many public features. Plans for the week now scheduled on Oct. 20-26 include musical events and folk dances to take place at the sunken plaza in Rockefeller Center. Many of these performances will be broadcast and televised by NBC.

The network has also scheduled a new weekly half-hour program of the United Nations and its activities, starting Sept. 24, Tues. 11:30-12 p. m. Program will include dramatizations and commentary of current UN problems.



MODERN NEW PLANT soon will house KTUL Tulsa. Three-story building faces Boulder Park. It has twice the space of the present plant, with six studios on third floor and auditorium on second floor. Provision is made for FM, television and facsimile. FM conditional grant issued by FCC Aug. 1.

MUTUAL ADDS TEN MORE AFFILIATES

MBS last week announced the addition of 10 new affiliates bringing the network's total to 349.

Two of the new stations, already operating, are WGNI Wilmington, N. C., which joined MBS on Sept. 1 and WMOA Marietta, Ohio, which became affiliated Sept. 8. WGNI operates with 250 w on 1340 kc and is owned by General Newspapers Inc. Operating with 250 w on 1490 kc, WMOA is owned by Mildred Chernoff, president and general manager; her brother, Howard Chernoff, managing director of the West Virginia Network, and Mrs. Howard Chernoff [BROADCASTING, Sept. 2].

Joining the network Sept. 15 were WENK Union City, Tenn., operating with 250 w on 1240 kc and owned by the Union City Broadcasting Co., and WOHS Shelby, N. C., owned by O. Max Gardner, Sen. Clyde R. Hoey and the *Shelby Daily Star*, and operating with 250 w on 730 kc, daytime only. Both are currently under construction.

The following stations now under construction will join MBS on Oct. 1: WBRW Welch, W. Va., operating on 250 w with 1340 kc and owned by the McDowell Service Co.; WJOR Bangor, Me., operating with 250 w on 1340 kc and owned by Sidney and Lawrence Slon and Stephen Velardi; KGRH Fayetteville, Ark., owned by George and Russell Bennitt and operating with 250 w on 1450 kc as an MBS South Central Group bonus station; WWSC Glens Falls, N. Y., operating with 250 w on 1450 kc and owned by Great Northern Radio Inc., and KVET Austin, Texas, operating with 1000 w on 1300 kc and owned by the Austin Broadcasting Corp. Latter station will replace KNOW Austin as MBS outlet in that city.

KODI Cody, Wyo., currently under construction, joins MBS Nov. 1, operating with 250 w on 1400 kc and owned by Absorka Broadcasting Co.

UN--WISE OLD OWL
Not on WPEN Quiz Show
But Comes to Studio

A SMARTY-PANTS Philadelphia owl who tried to give away the answer on a WPEN quiz show paid for his arrogance with imprisonment.

"Do owls nest in Philadelphia?" was the question asked Frances Crews, high school student appearing on *Zoo Quiz*. Frances said, "Yes." But that wasn't enough for the owl, who, though a little late, was found loitering glassy-eyed in a loft of the WPEN studios a couple of days later.

George Pearce, station engineer, stared right back at the owl and telephoned the zoo. They sent out and trapped him the next morning. John Reagen, zoo keeper, identified him as a barn owl, a kind that doesn't nest anyway.

LET'S LOOK AT THE

TRUTH ABOUT N.W. IOWA

A lot of claims are being made about the listening habits of the people in

SPENCER, IOWA

Conlon and Associates were asked by a 50,000 watt station in Des Moines and KICD to conduct a survey for—

THE FACTS

HERE THEY ARE:

KICD — FIRST PLACE — 42%

STATION "B"—SECOND PLACE_____ 32%

STATION "C"—THIRD PLACE_____ 7%

AND

KICD WAS FIRST MORNING-AFTERNOON AND NIGHT

P.S.—We claim no listeners in Alaska, but in Northwest Iowa it's BLUE RIBBONS to—

SPENCER 1240 Kc.

KICD

ESTHERVILLE 250 Watts

MUTUAL BROADCASTING SYSTEM

ASK A DON COOKE MAN

"WBAL, I PRESUME"

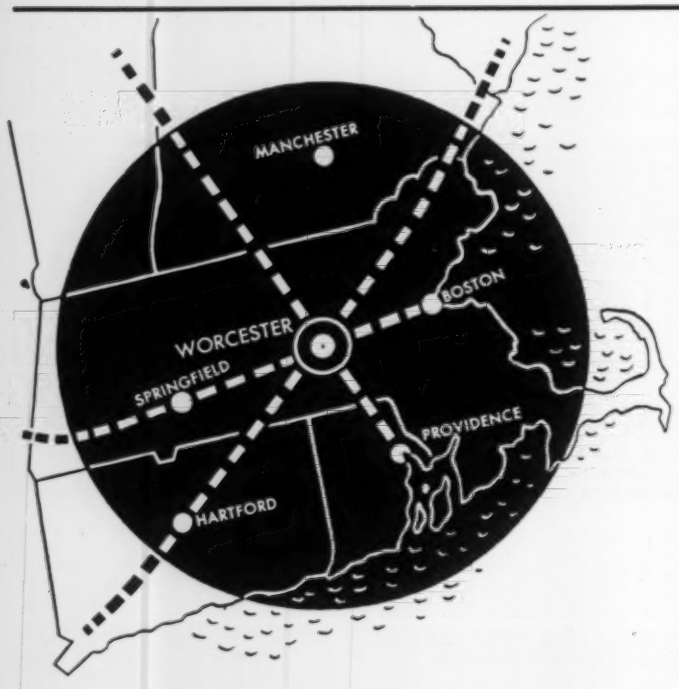
WBAL's powerful voice pops up all over the place. And that means coverage....for you.

Here's the WBAL story quickly: More listeners —thanks to better programming. Far reaching, thanks to 50,000 watts.

And that isn't all. There's more to advertising over WBAL than meets the ear. An alert merchandise department ties up programs at point-of-sale.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS



One Sizzling Fact

answers your big question about WORCESTER

Within a radius of 75 miles of Worcester there are 6,468,256 consumers.* Within the same radius of Boston there are 4,974,868 and around Springfield 4,681,726. Worcester is the logical distribution center for this compact area, with WTAG the number one radio medium to capture your share of this huge market. Hooper ratings show that WTAG has more listeners than all other stations heard in the Worcester area combined.

*Survey, Business Bureau, Worc. Chamber of Commerce

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC 5000 Watts

New Rochester Station Will Take Air Nov. 1

NEW station in Rochester, N. Y., owned by Monroe Broadcasting Co., will take the air about Nov. 1, according to Lester W. Lindow, general manager. Station call letters have not yet been assigned. It will have AP news service and Lang-Worth library. Transmitter and speech input equipment are being supplied by Raytheon Mfg. Co. Station has a conditional FM grant.

Chief engineer is Felix D. Bonvouloir, formerly of WONS New Britain, Conn. During the war he was credited with taking the 200,000-w Radio Stuttgart from the Nazis while serving in the SHAEF Psychological Warfare Division as a captain. Despite extensive damage he rebuilt the transmitter in a month. He was awarded the Bronze Star. Roy Merker, of Rochester, has been named chief accountant Estelle Scala, formerly of WSAY Rochester, is traffic manager.

Erwin James Frey

ERWIN JAMES FREY, manager of WBRY Waterbury, Conn., died in his sleep Sept. 4. Mr. Frey had been manager of the station since its inception in 1934 and was former national advertising manager of the *Republican* and *American*, Waterbury, owners of WBRY.

FOOTBALL COMBINE
Six Southern Stations Jointly To Cover S. E. Conference

SIX southern stations are combining efforts to provide their listeners with pre-season coverage of Southeast Conference football.

They are recording quarter-hour broadcasts from the practice fields of each of the "Big 12" schools of the conference, for broadcast over the six stations. The show, *Pigskin Prevue*, is being put together by Jack Harris, assistant manager of WSM Nashville, in cooperation with Henry Slavick, WMC Memphis; Bill Brengel, WWL New Orleans; Marcus Bartlett, WSB Attanta; George Walsh, WHAS Louisville; Jimmie Wilson, WAPI Birmingham.

First show originated on the campus of last year's Rose Bowl champions, Crimson Tide of Alabama. Other teams to get the spotlight are Kentucky, Georgia Tech, Georgia, Florida, Vanderbilt, Tennessee, Mississippi State, U. of Mississippi, Tulane, LSU, and Auburn. Leading southern sportscasters will air their predictions in the final broadcast of the series.

At WSM the Southern Coach Co. is sponsoring *Pigskin Prevue* at 5:45 p. m. Tuesdays, Thursdays and Saturdays. When the season opens, Mr. Harris, top pre-war sportscaster of WSM, will take on two regular Saturday sportcasts: a pre-game commentary at 1:30 p.m., sponsored by Joe Morse Co., followed in each instance by the regular broadcast of Vanderbilt games, sponsored by Braid Electric Co.

WELCOMED to staff of Columbia Recording Corp. by James H. Hunter (right), vice president in charge of manufacturing, is Lewis R. Zeyher, named works manager of Bridgeport plant.

NETWORK IN ALASKA BEING ESTABLISHED

THE FIRST ALASKAN NETWORK, Alaska Broadcasting System, comprising the stations in Anchorage, Juneau and Ketchikan, has been formed, it was announced last week. Stations KTKN Ketchikan, KINY Juneau, both owned by Edwin A. Kraft, and KFQD Anchorage owned by William J. Wagner are the charter members of the new corporation.

Negotiations are now under way for the Alaska Broadcasting System to tie in with the major networks to bring the best programs to Alaska. Full development and actual programming will be built up over a period of time and arrangements are being made to tie in smaller Alaskan communities so that programs originating in various locales may be aired simultaneously throughout Alaska.

WGYN Antenna

WGYN New York announced last week the completion of its new RCA double-fed superturnstile antenna atop the Cities Service Tower, 70 Pine St., New York. Announcement was also made that programming would run from 12 noon to 10 p. m. This new antenna will enable WGYN to transmit FM, television and facsimile. However, for the present it will be used for FM only on 96.1 mc. WGYN will now operate with a power equivalent to 20,000 w at 500 feet, new FCC standard for metropolitan FM stations.

Paper Tape Recorder

NEW type of magnetic recording which uses paper tape instead of wire has been announced by Indiana Steel Products Co., Valparaiso, Ind., which developed the device in coordination with Battelle Memorial Institute, Columbus, Ohio. Called Hyflux, the tape records by means of magnetic powder. Superior fidelity is claimed.

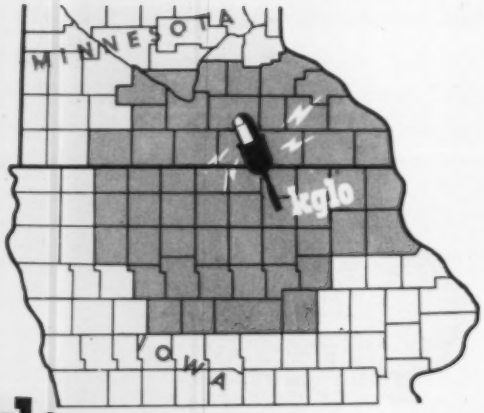
BAT'S
kglo and WTAD
Highest rated* stations
IN THEIR AREAS
ACCORDING TO RECENT
CONLAN SURVEYS
OTHER STATIONS
kglo
MASON CITY, IOWA
WTAD
QUINCY, ILLINOIS
Lee STATIONS
* See other side for actual figure

summary of the CONLAN SURVEY

KGLO	MORNING PERIODS	AFTERNOON PERIODS	EVENING PERIODS	ENTIRE SURVEY
BASIC CALLS	2,026	3,594	2,585	8,205
LISTENING HOMES	398	711	793	1,902
PERCENT OF POTENTIAL AUDIENCE	19.6%	19.8%	30.7%	23.2%
DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:				
KGLO	61.3%	58.4%	55.4%	57.7%
"A"	6.3	3.2	1.6	3.2
"B"	23.1	30.9	35.9	31.4
OTHERS	9.3	7.5	7.1	7.7
WTAD				
BASIC CALLS	2,112	3,688	2,659	8,459
LISTENING HOMES	333	709	662	1,704
PERCENT OF POTENTIAL AUDIENCE	15.8%	19.2%	24.9%	20.1%
DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:				
WTAD	75.1%	68.5%	70.8%	70.7%
"A"	3.3	8.7	12.5	9.2
"B"	5.1	7.8	6.1	6.6
OTHERS	16.5	15.0	10.6	13.5

DOMINANT STATIONS IN THE MARKET

You can reach a greater number of potential buyers over KGLO and WTAD in their areas than over *all other stations combined.*

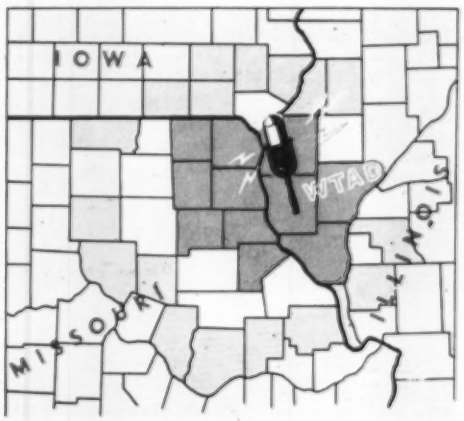


kglo MASON CITY, IOWA 1300 K.C. 5,000 WATTS CBS AFFILIATE

COVERAGE — 57 counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES — Weed & Company
New York, Chicago, Detroit, Atlanta, San Francisco, Boston, Hollywood



WTAD QUINCY, ILLINOIS 930 K.C. 1,000 WATTS CBS AFFILIATE

COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa.

WALTER J. ROTHSCHILD, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency
New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco

FCC Re-issues Revised Experimental, Auxiliary Broadcasting Regulations

FCC's Rules and Regulations Governing Experimental and Auxiliary Broadcast Services (Part 4), long out of print, were adopted and reissued in revised form last week.

At the same time the Commission transferred the provisions governing international broadcast stations from Part 4 to Part 3 of the Rules, with revisions "in accordance with the Commission policy of rendering separate sections of the rules independent and complete by the incorporation of appropriate general rules."

FCC emhasized that issuance of the rules on international broadcast stations "is not to be construed as an expression of the Commission's views on policy problems which may arise in connection with the changed conditions controlling the operation of international broadcast stations in the postwar period." The revisions were described as "merely a codification of the previous regulations" with no "significant substantive changes."

The revised Part 4 also was characterized as substantially a codification incorporating changes designed to reflect revisions previously authorized and to clarify some of the language in the old Part 4.

Rules governing FM are deleted, FM now having a commercial status. Noncommercial educational and international operations also now have separate sections of their own elsewhere in the rules. Besides details of administrative procedure, the new Part 4 relates to experimental television, experimental facsimile, developmental, remote pickup, and ST (studio-to-transmitter) broadcast stations.

Although the new Part 4 was adopted as final, FCC said it "will welcome any comments or suggestions for changes of amendments to these rules." Provisions governing international broadcast stations, previously included in Part 4, henceforth will comprise Subpart F of Part 3.

Revised versions were adopted Monday and announced Tuesday.

NEW CUBAN STAR?
McDonald Scores As Godfrey Talent Scout

AMERICAN radio has discovered a potential singing star from the Cuban cane country. She is 21-year-old Florida Rizzo, soprano, daughter of poor parents.

A Washington Senators' scout heard her singing in the cane fields last spring while the Senators were training in Cuba. He told Arch McDonald, WTOP Washington, sports director about her. Arch who was covering the Senators' training camp heard Senorita Rizzo sing, raised a fund and obtained a 10-day visa for her to visit the U. S.

She appeared on the WTOP *Stumpus* program and in Miami and Baltimore. Arch had a recording made, played it for Arthur Godfrey, who immediately booked her on his CBS *Arthur Godfrey's Talent Scouts* program Sept. 3. Miss Rizzo won first prize, received $100. Mr. McDonald got another $100 as "talent scout." She appeared Sept. 4 on Mr. Godfrey's morning CBS program, received another $100, and did a guest appearance at the Havana Madrid night club, New York.

Miss Rizzo, who speaks no English, returned to Cuba last week, her visa having expired, but network officials and several agency talent scouts were reported arranging for her return.

CBC Liquor Ads

LIQUOR ADVERTISING throughout Canada is now allowed by the Canadian Broadcasting Corp., following changes in regulations which became effective Sept. 16. Under the former regulations liquor advertising was allowed only in Quebec, because that province had a law which allowed advertising of liquors and beer. The new CBC regulation allows such advertising in any province where the law allows.

"Children's Friend of the Air"

Parents Deluge Station with Letters of Praise

Audience reservations are gone weeks in advance for the broadcasts of "Children's Friend of the Air" each Saturday forenoon.

Mail response further emphasizes public appreciation for this dramatized program, featuring talented Salt Lake youngsters, and presented in cooperation with the L.D.S. Primary Association. It is another reason why KDYL is the Popular Station.

For availabilities and further information, phone, wire or write

John Blair & Co.
National Representative

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

NETWORK STATION "A" NETWORK STATION "B" WHHM NETWORK STATION "C" NETWORK STATION "D"

WHHM

IN THE MIDDLE OF THINGS IN

MEMPHIS

"WORLD'S LARGEST COTTON MARKET"

WQXR Scoop

WQXR New York scooped the other metropolitan stations covering the UN last Tuesday. Ten minutes before Fiorello H. LaGuardia, director general of UNRRA, made his first report to a session of the UN Economic and Social Council at Lake Success, two sharp-eyed reporters from the station found him listed as speaker at the very bottom of an obscure bulletin board in a corridor, promptly cleared time with their studio, and aired the recently returned Mr. LaGuardia 2:40-3:25 p. m.

Signs MBS Show

HORWITZ & DUBERMAN, New York (Judy 'n Jill dresses), will sponsor *Judy 'n Jill 'n Johnny* starting Oct. 12, Sat. 12-12:30 p. m. on MBS. The contract, for 52 weeks, was placed through Sterling Adv., New York.

AEROCADES of privately-owned planes to neighboring cities of St. Louis included the ship of the *St. Louis Post-Dispatch* and KSD. The flights, by groups of 10 to 15 planes, were to familiarize and popularize owners with such routes for business and pleasure trips. At the *P-D* and KSD ship during a stop at Hannibal, Mo., were (l to r): Ed Woods, KSD reporter; Pilot William Schilbe; Co-pilot Richard Short; H. C. Martin Jr., administrative assistant to St. Louis Mayor Kaufmann; Mrs. Martin; Col. James Howard, in charge of development of air facilities for St. Louis; and three members of Hannibal Chamber of Commerce.

Frank Tells BMB Values in Chicago

Executive Secretary Speaks To Group of 200

(*Article by Mr. Frank, page 18*)

MIDWEST advertisers and broadcasters were given an accurate picture of what they can expect from the first published reports of Broadcast Measurement Bureau Monday in Chicago, by BMB's executive secretary, Philip Frank.

Mr. Frank, who spoke for Hugh Feltis, president of BMB, told the 200 agency and radio executives that BMB is in "no way designed to take the place of sound judgment of time buyers" but that it is the "best tool to date" by which they can exercise judgment.

Introduced by Melvin Brorby of Needham, Louis & Brorby Inc., Mr. Frank outlined a nine-point program by which BMB reports would supply needed information for both agencies and stations. These include evaluation of stations and networks; buying radio to supplement other media; allocation of radio costs to sales districts, and fostering dealer and distributor tie-ins.

Mr. Frank said that the Chicago BMB clinic will be repeated Sept. 16, with a possibility that other metropolitan cities in the midwest will be included in the schedule. A technicolor movie now in production will be used to further explain BMB principles in smaller markets. He said first published reports of BMB were expected to be available by Oct. 1. He advised all stations to have copies of the master reports made since additional copies would not be released for "at least five weeks" after date of publication. Mr. Frank also warned subscribers that BMB information was not available to nonsubscribers or agencies not members of the four A's.

DOROTHY BEIDERMAN, formerly in ABC New York promotion department, has joined staff of "Housewives Protective League" program on WCAE Pittsburgh. She is assistant to **GORDON HALL**, director and commentator of program.

WKIX MEETS WAYS

Two Sister Stations Have Get-Acquainted Outing

LEAVING relief operators and an announcer to operate the station, the entire staff of WKIX Columbia, S. C. were guests of their sister station, WAYS Charlotte, N. C., at a get-acquainted party.

More than 20 WKIX employes, headed by Manager C. Durham Moore, made the trip by special bus to Willow Springs Country Club, Charlotte, for swimming, dancing, games and barbecue. The WAYS staff presented an entertainment program.

Co-hosts were W. H. Goan, manager of WAYS, and George W. Dowdy, president of Inter-City Advertising Co., licensee of WAYS and WKIX.

"It's My Station" Women Say!

As the result of sound programming, KTSA has a terrific audience with the gals who handle the household purse strings. KTSA KNOWS what appeals to Texas women and KTSA gives 'em plenty of it! KTSA is a potent selling factor in this billion dollar market — just try us and see for yourself!

KTSA

SAN ANTONIO, TEXAS

5000 WATTS DAY

550 ON THE DIAL

CBS

Taylor Howe Snowden Radio Sales

LONE STAR CHAIN

Another smash in THE SATURDAY EVENING POST ... to build a bigger audience for ABC advertisers

SEPT. 14, 1946

For tops in mysteries . . .

Listen to ABC

AMERICAN BROADCASTING COMPANY

This Is Your FBI

An official broadcast based on newsworthy stories taken from the files of the Federal Bureau of Investigation. A dramatic presentation of authentic cases. (Equitable Life)

Counterspy

Go sleuthing with David Harding, chief of counterspies, as he leads the fight against foreign agents who traffic in the vital secrets of our national defense. (Schutter Candy)

The Sheriff

Laughter brightens the pattern of crime when cousin Cassie heckles Mark Chase, favorite peace officer of millions, with her wry humor (Pacific Coast Borax)

Gangbusters

Dramatic accounts of famous police cases—tense moments from the nation's album of crime — with comments and inside information by Lewis J. Valentine. (Waterman Pens)

The Lone Ranger

Riding the lawless frontier of the old West on his speedy mount, Silver, the Lone Ranger wastes no time in bringing bad men to swift pioneer justice. (General Mills)

Policewoman

Detective Mary Sullivan, in a program based on her experiences as director of New York's policewomen, shows how feminine intuition often helps solve a crime. (Carter Products)

Dark Venture

Interest-gripping psychological mysteries with unusual twists of plot that are almost guaranteed to keep you guessing to the very last exciting moment of the program.

The Fat Man

Dashiell Hammett's new character — a growing favorite — muscles into tight spots that thin men couldn't squeeze through and solves many a baffling mystery.

William Gargan

As Ross Dolan in "I Deal In Crime," William Gargan is everybody's idea of what a real detective should be — hard-hitting, quick with fast answers, quicker on the draw.

Famous Jury Trials

Exciting moments of authentic trials packed into a taut half-hour of courtroom drama that moves swiftly, keeps you wondering what verdict the jury

IF YOU are one of America's millions of armchair detectives who enjoy nothing more than a good, well-plotted mystery story, you won't want to miss *any* of the programs shown on this page. You can hear them all—and more besides—on your local American Broadcasting Company station.

Top-flight mystery shows are only *one* of the reasons millions of folks from coast to coast listen regularly to ABC. There's great radio entertainment of every type on the network week after week. For popular music, you can hear such big-name bands as *Paul Whiteman's* and *Sammy Kaye's*. For comedy, listen to *Lum and Abner* and *Breakfast in Hollywood*. In the quiz field t*ind Break the Bank* and *Try 'n' I*eally *Me*. And two examples of the t ABC fine music you can hear on are *Metropolitan Opera* and F*estival of American Music*.

It's because ABC offers so much to so many — great entertainment of all kinds, as well as *all*-sid of *all* the news—that you'll find radio dials in so many of the natio e homes being set on ABC stations.

American Broadcasti

A NETWORK OF 207 RA TATIONS SERVING AMERICA

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience during *good time periods* are buying time on ABC today. ABC's 207 stations reach all the people who live in 22,000,000 radio homes, located in practically every major market in the U. S. — and economical rates make it possible to reach these listeners at a surprisingly low cost per thousand. *If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.*

Note to Time Buyers!

BOSTON'S BEST BUY!

WORL

THIS LITTLE BUDGET WENT TO THE
"920 CLUB"

Boston, Massachusetts

GROUND-BREAKING ceremonies for the new building of KTSM El Paso, Tex., were attended by (l to r): Roy Chapman, station commercial manager; Ewing Dryden, engineer; Jack Rye, program director; Eric Munro, salesman; Karl O. Wyler, manager; Larry Clair, salesman; Virgil Hicks, extension director; and Allen Hamilton, salesman. Work on the new $100,000 structure was started on the 17th anniversary of KTSM; is expected to be completed by the spring of 1947.

Housing Solution

TO SOLVE housing problems of its employes, KCMJ Palm Springs, Calif., petitioned and received permit from City Planning Commission to erect several units on property adjacent to station. Work will start immediately, according to Donald McBain and Dick Joy, co-owners.

Raleigh Resumes

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes, tobacco), following summer hiatus, Sept. 20 resumes *People Are Funny* on 144 NBC stations, Fri. 9-9:30 p. m. (EDST). Art Linkletter continues as m. c. Agency is Russel M. Seeds Co., Chicago.

Tie-in Plan

COLUMBIA RECORDING Corp., Bridgeport, Conn., and Revlon Products Corp., New York, have joined forces this fall to promote Dinah Shore's latest Columbia record, "Who'll Buy My Violets," and Revlon's new fall shade, "Ultra Violet." Originally suggested by McCann-Erickson, New York, agency for both Columbia and Revlon, the campaign will tie-in with the song being heard over coast-to-coast radio broadcasts and recorded shows.

Eversharp Increases

EVERSHARP Inc., Chicago, to promote its line of pens and pencils and the Schick injector razor, is about to increase its 1946 advertising apropriation to more than $6,000,000. Radio would be included. Firm also is expected to introduce some new shaving and writing instruments later this year. The Magazine Repeating Razor Co., maker of Schick razor, is controlled by Eversharp and may be consolidated with controlling firm.

Resumes Spots

IGLEHEART Bros., Evansville, Ind., maker of Swans Down Cake flour and a unit of General Foods Sales Co., New York, will resume its regular advertising program this fall following the Federal Government's rescinding of the 80% wheat extraction milling order. The firm will use radio spots nationally and as the flour returns to various cities will use local spot campaigns. Agency is Young & Rubicam, New York.

DAVE POWELL, discharged from the Royal Canadian Navy, and **LLOYD BULMER**, have joined the production staff of CKMO Vancouver, B. C.

Still Transcribing And Re-Broadcasting For The ABC Network—But The Acquisition Of Chicago's Largest Independent Studio Makes Our Very Fine Facilities Available To The Trade Spot Announcements, Shows, Bands, Air Checks, Line Checks, Or Whatever Your Problem.

Complete Production Facilities

Universal

RECORDING CORPORATION

42nd Floor 20 N. Wacker Dr.

Amb 2142 Chicago 6 Sta 5635

WMT's Farm Service Steps Ahead, Again...

Meet...

"Chuck" WORCESTER

New WMT Farm Service Director

WMT provides "top talent" to its huge Farm audience—Charles "Chuck" Worcester, the latest addition to WMT Farm Service Staff recently conducted "Country Journal" for the CBS network, from WTOP, Washington, D. C.

"Chuck", well known to thousands of farmers and farm organizations, has been close to Farm problems from his Minnesota farm-youth on through the University of Minnesota where he received his degree in Agricultural Science.

Seed Analyst, Asst. Veterinarian, Plant Breeder and Pathologist plus an extensive background including Farm Service Work for NBC and CBS networks has put him to the fore in the American Farm World.

The addition of "Chuck" Worcester is another illustration of WMT's Farm activity in providing top talent and real "farm know-how" to Eastern Iowa's large, rich Farm market.

AT 600 KC's—IOWA'S FINEST FREQUENCY

Represented by KATZ AGENCY

MEMBER OF THE MID-STATES GROUP

KLAC and KYA of California . . .

Grand Operas . . .

Marking another first in keeping with the high traditions of California's two outstanding independent stations, KLAC in Los Angeles and KYA in San Francisco will broadcast ten operatic favorites in their entirety directly from the world-famous San Francisco Opera House.

The golden voices of the world's greatest opera stars will be brought to all the

KLAC

Los Angeles

Bring to the People *10 Full-Length* for the first time

people in this broadcast series. For the first time, radio audiences in the West will hear the complete performances of such famous singers as Lily Pons, Jan Peerce, Ezio Pinza, Lotte Lehmann and Lawrence Tibbett.*

**Sponsored by*
SAFEWAY STORES

**Placed by*
FOOTE, CONE & BELDING

A DISTINGUISHED PUBLIC SERVICE THAT KEEPS KLAC AND KYA FIRST WITH CALIFORNIA AUDIENCES

National Representative: ADAM J. YOUNG, Jr., Inc. *New York & Chicago*

KYA
San Francisco

KECA Vitalizes Public Service Shows

Staff Writers Make Drama of P.T.A. And Traffic

"THERE'S no dividend, for the station or for the cause," if programs presented as public service are dull affairs, hastily thrown together and created primarily to make good showing in the "book of gold." So observed Clyde Scott, general manager of KECA Hollywood, when queried on that station's lineup of successful public interest shows.

"Make them gripping, forceful and at the same time drive home the point with a punch that pays off in dial appeal. Pack them with excitement, use showmanship in presentation, spot them at good listening times, and above all, avoid label, 'Here is a public service program, listen to it, it's good for you'." This is Mr. Scott's recipe for KECA shows like *Design for Death, Fools' Money, Prevention Preferred, Playground Fun,* and others on an impressive list.

At head of list is the traffic education series, *Design for Death,* already winner of two "firsts" in its class, in national polls. On launching series, station staff was instructed to "pull no punches, give it to them straight, let them ride with the ambulance driver and see each accident as the driver sees it, complete with all the gruesome details. Dramatize each case in such an attention compelling manner that it will defy the listener to tune away. Stop them with opening words and you'll hold them!" That they do stop and listen too is proven by complimentary calls from listeners following each broadcast, Mr. Scott declared.

In this class of programs with punch, there have been others like *One Way Street,* based on juvenile delinquency theme. In stark realism through medium of dramatic narration, programs were written from actual case histories of Los Angeles Police Department, Juvenile Division. Pitfalls which confront youth today were brought to light, as well as suggestions on how to remedy situations which could lead to criminal careers. Each program closed with brief discussion of case by Dr. Robert A. McKibben, Director of the All-Nations Foundation.

Fools' Money is another KECA "P. I" program. It dramatically points out how gullible citizens are victimized daily by "sharpers." Stories are based on ideas outlined by Los Angeles Police Department Bunco Detail. Such prevalent rackets as phoney "get acquainted" clubs, "wildcat" bus lines, two-car racket, and many others have been exposed.

Then there is KECA dramatic comedy of neighborhood life, *The Anderson Family,* caried in a mid-week evening spot. The normal "commercial" time is devoted exclusively to current public service appeals. For example, during recent Red Cross Fund appeal, four of the weekly *Anderson Family* shows were devoted to that subject. Other causes such as food conservation, savings bonds, etc., are supported through this listenable, laughable show with whole family appeal.

PTA Show

When the Radio Chairman of 10th District Parent Teachers Assn. went to KECA with complaint that though many local stations had presented P.T.A. programs, few had come up to their expectations either as to time offered, or content of programs, something was done about it. KECA assigned Bill Holmes, author of *Design for Death* series, to task of building a dramatic show for the P.T.A., which would really tell their story.

Prevention Preferred was result. On theme of disease prevention, through immunization and regular examination, the dramatic programs are presented by a cast which includes some of Hollywood's topflight talent. Frequently heard are such actors as Conrad Binyon, Virginia Gregg, Leone Le Doux, Tyler McVey, Ted Von Eltz, and others.

Jobs for G. I.'s did a job of helping returning veterans secure kind of jobs they wanted. Over 85% of veterans interviewed by Bill Davidson, KECA program manager who headed series, were placed in suitable positions directly through the show. *Jobs for G. I.'s* is another in station's list of shows which rated first in their class in at least two national polls. When the regular veteran employment agencies were fully equipped to fill need, KECA discontinued *Jobs for G. I.'s* program.

To better acquaint new residents and old with interesting places and people in that area, Clete Roberts inaugurated *Roaming Around* on KECA. Using a wire recorder, he did on-the-spot broad-

(*Continued on page 82*)

Wright!

A FEW DAYS after the Ken Wright trio appeared in a featured spot on a WKY Oklahoma City origination for the NBC *Saturday Showcase* series, Mr. Wright, WKY organist, got a card from Simpsonville, Ky. Robert O. Wright wanted to know if Ken Wright was the son of Lem Wright, from Stafford, Kans., and therefore a cousin of Robert O. Wright. The answer was yes. Now the Wrights are writing.

AIR FEATURES, Inc.

in association with

FRANK and ANNE HUMMERT

are pleased to announce the formation of

FEATURED RADIO PROGRAMS, Inc.

and the appointment of

EDWARD M. KIRBY

President and General Manager

LIVE PROGRAMS . . . TRANSCRIPTIONS . . . CONSULTATION . . .

. . . providing a new hand-tailored program and production service to meet the individual needs of radio stations, networks and advertising agencies.

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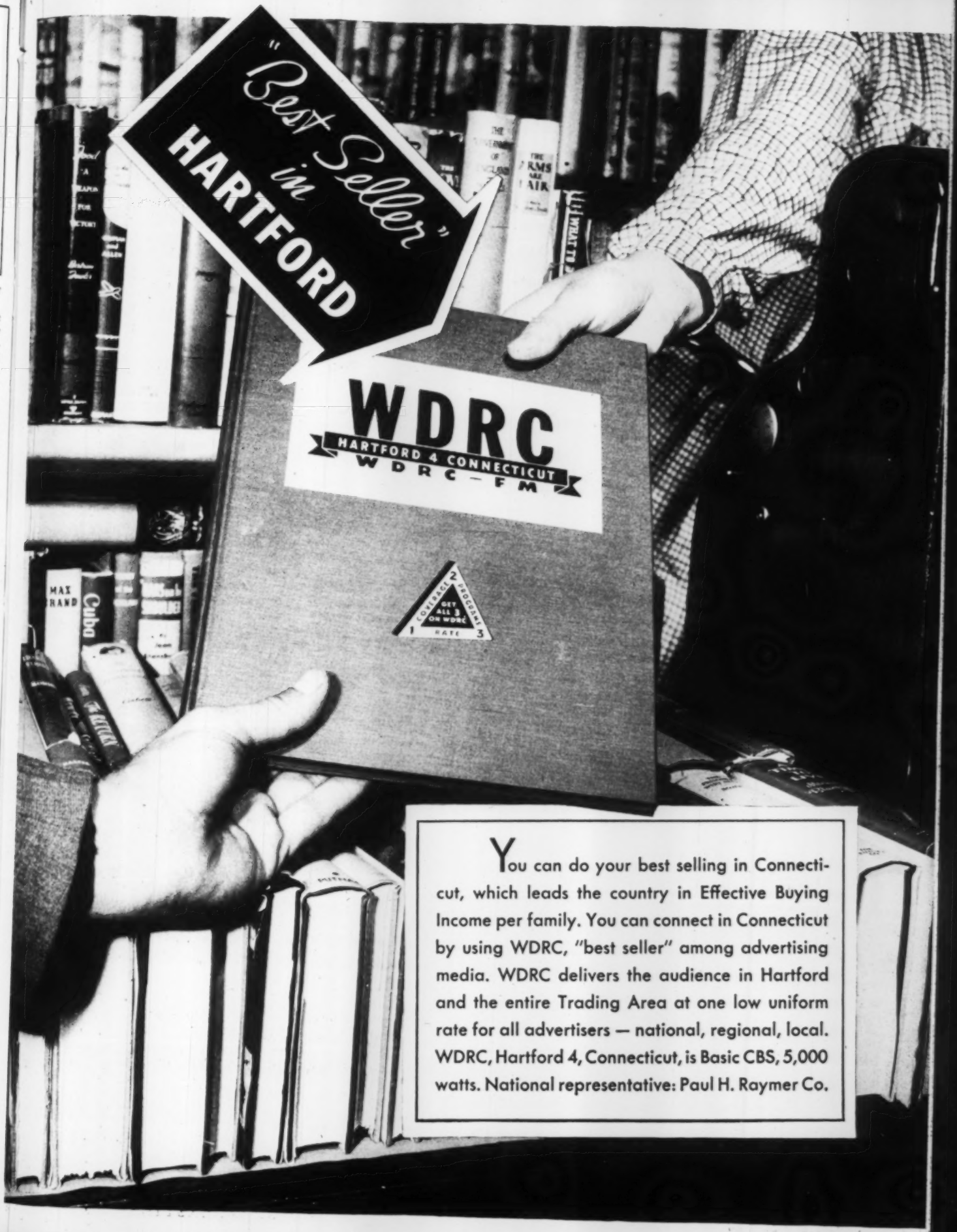
NEW YORK CITY

Wickersham 2-2700



You can do your best selling in Connecticut, which leads the country in Effective Buying Income per family. You can connect in Connecticut by using WDRC, "best seller" among advertising media. WDRC delivers the audience in Hartford and the entire Trading Area at one low uniform rate for all advertisers — national, regional, local. WDRC, Hartford 4, Connecticut, is Basic CBS, 5,000 watts. National representative: Paul H. Raymer Co.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
KWKH
THE SHREVEPORT TIMES STATION
Shreveport La.
In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.
The Branham Co

ABC Airs Hersey Hiroshima Story

4 Half Hours Devoted To Reading 'New Yorker' Piece

By EDWIN H. JAMES

OF ALL the millions of words which have been written or said about the atomic bomb, the 30,000 which compose John Hersey's report of the experiences of six survivors of Hiroshima are doubtless the most terrifyingly comprehensible.

Mr. Hersey's story first appeared in the often bright but brittle *New Yorker* magazine whose editors, for once impressed, discarded all other editorial content to accommodate it in a single issue, Aug. 31. So distinguished an account was destined for greater circulation than the *New Yorker* could provide.

Last week ABC had the good sense to put it on the air, and the better sense to broadcast it in the clean, clear way that it was written.

Presented Straight

With commendable resistance to what must have been a compelling urge to dress the story in the gaudy raiment of usual radio dramatization, the network simply let six actors read it, dividing the four parts of the story among the four consecutive half hours (Mon. through Thurs. 9:30-10 p.m.) on which it was programmed.

An announcer introduced the reading with the restrained but awesome reminder that it was "broadcast as a warning that what happened to the people of Hiroshima a year ago could happen anywhere."

Four actors and two actresses, in turn, read Mr. Hersey's account of what happened to six people of Hiroshima who, by the caprice of chance, survived a new kind of destruction in which 100,000 of their fellow townspeople died.

At 8:15 a.m., Aug. 6, 1945, Dr. Masakazu Fujii, who had been sitting on the porch of his private hospital on the banks of the Kyo River, saw a great yellow flash and a moment later he "lost track of everything." He had been blown into the river with the wreckage of his porch. He recovered his senses to find himself "squeezed tightly by two long timbers in a V across his chest, like a morsel suspended between two huge chopsticks." His hospital was 1,550 yards from the center of the explosion.

Jesuit 1,400 Yards Away

Father Wilhelm Kleinsorge, a German priest of the Society of Jesus, was in his underwear, lying on his cot. He saw the flash and had one thought: "A bomb has fallen directly on us." And "Then, for a few seconds or minutes, he went out of his mind." He was 1,400 yards from the center of the explosion.

Dr. Terufumi Sasaki, a member of the surgical staff of the Red Cross hospital, was carrying a bottle of blood for a Wassermann test down the hospital's main corridor. When the blast hit, his "glasses flew off his face; the bottle of blood crashed against one wall; his Japanese slippers zipped out from under his feet, but otherwise, thanks to where he stood, he was untouched. The hospital was 1,550 yards from the center of the explosion.

Mr. Kiyoshi Tanimoto, pastor of the Hiroshima Methodist Church, was standing behind a house, 3,500 yards from the blast's center, when he saw the flash which "seemed like a sheet of sun." He took cover between two large rocks nearby, arising after the concussion had passed to notice that the house and the walls surrounding it had collapsed.

Crushed by Books

Miss Toshiko Sasaki, a clerk in the personnel department of the East Asia Tin Works, was sitting at her desk when "the ceiling dropped suddenly." The "bookcases right behind her swooped forward and the contents threw her down, with her left leg horribly twisted and breaking underneath her." Allowing himself one of his few personal observations, Mr. Hersey writes: "There, in the tin factory, in the first moment of the atomic age, a human being was crushed by books." The tin works was 1600 yards from the center of the explosion.

Mrs. Hatsuyo Nakamura, a tailor's widow and mother of three, was standing in the front door of her house when "everything flashed whiter than any white she had ever seen." Then "something picked her up and she seemed to fly into the next room, pursued by parts of her house." Only slightly hurt, she at once began digging for her children in the debris that had been her dwelling. She was 1,350 yards from the center of the blast.

Saudek Planned Show

It was with careful understatement that Mr. Hersey wrote of the distress of the wounded, the helpless bewilderment of the only slightly maimed, the quiet, slow dying of the victims of burns or war's new disease, radiation. In ABC's presentation of his story, the unemotionalism remained intact and by its own restraint induced a needed understanding of the bomb and the unequal comparison between its structure and that of human flesh.

Credit for the sensitive ABC production belongs to the network's shy, soft-spoken director of public service, Robert Saudek, who, reading the Hersey story during lunch, decided "we would have to

(Continued on page 75)

KELO

S. FANTLE, JR., PRES.
TED MATTHEWS, VICE PRES.-GEN'L MGR.
EVANS NORD, PGM. MGR.

MIDCONTINENT BROADCASTING COMPANY
SIOUX FALLS, SOUTH DAKOTA

FOR IMMEDIATE ATTENTION!

Just a note on a subject of importance to you. A change has developed in the fast growing Sioux Falls market which will shape your buying program. At sign-on-Friday, September 20th, KELO operates under a new ownership, Midcontinent Broadcasting Company, Inc., and as a full time affiliate of the nation's number one network, NBC. KELO has an alert Promotion and Merchandising Department keyed to your demands for complete coverage in this market. Add to this the United Press News Service, Standard Radio Transcription Library, the latest and most modern technical equipment and an experienced personnel with the know-how and the desire to produce results for you!

P. S. John E. Pearson Company knows all the answers.

Most folks consider tasty flapjacks a real morning treat . . . and when it comes to morning radio fare most Chicagoland listeners turn to WGN. Yes sir, the last *two* Hooper reports on Chicago radio listening show that from 8:00 to 9:00 a.m., Monday thru Friday, WGN has a greater audience than any other Chicago station.

While this doesn't surprise us, since WGN enjoys a distinctive "station-awareness" in Chicago, we do think it's of interest to radio advertisers in this important market . . . for it adds emphasis to what we have always believed: a good show on WGN is the *correct* answer to successful radio in the Middlewest.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Local Ownership Chief Factor In Proposed Cleveland Grant

ON GROUNDS of preference for local ownership, FCC last week proposed to grant the application of Cleveland Broadcasting Co. for a new 5-kw station on 1300 kc at Cleveland and deny the request of Scripps-Howard Radio for the same facilities. The station would operate with directional antenna fulltime.

Alexander F. Whitney, president of Brotherhood of Railroad Trainmen, and Alvanley Johnston, head of the Brotherhood of Railway Engineers, have minor interests (1.3% each) in Cleveland Broadcasting, which is headed by Henry Tremmel (13.3%), president of North American Fibre Products Co. Principal stockholder is Ray T. Miller (46.7%), attorney and former Cleveland mayor; his law partner, Donald W. Hornbeck, owns 13.3%. Other stockholders include Ray L. Lamb, general partner of Merrill, Lynch, Pierce, Fenner & Beane, who is secretary-treasurer (13.3%), and Robert J. Buckey, former Senator from Ohio (3.4%).

Meanwhile, FCC announced it had made final its proposed decision granting, also on grounds of local ownership, the Tuscaloosa Broadcasting Co. application for a new Tuscaloosa station using 1450 kc fulltime with 250 w [BROADCASTING, Aug. 12]. The mutually exclusive application of West Alabama Broadcasting Co. was denied. Tuscaloosa Broadcasting is a partnership of Thomas H. Todd, U. of Alabama engineer, who will be chief engineer; Bertram Bank, attorney, now recuperating from war injuries, who will be manager, and Lamar Branscomb, in the automobile rental and other businesses, and Jeff Coleman, U. of Alabama purchasing agent, both of whom will assist actively in station management.

Applied in 1941

In the Cleveland proposed decision, adopted Sept. 4 and announced Monday the Commission said "nearly all of the 11 stockholders, including officers and directors, of the Cleveland Broadcasting Co. have been residents of Cleveland for many years" and have diverse professional backgrounds, whereas "the record does not disclose that the officers or directors of Scripps-Howard Radio Inc. have a close kinship with the people or local organizations at Cleveland."

Another factor, FCC said, is that a grant to Cleveland Broadcasting "would provide a greater diversity of ownership of the media of mass communications . . ." The company first applied for the facilities in 1941, withdrawing its application in March 1942 because of restrictions on the use of critical materials.

FCC pointed out that Charles A. Seltzer, head of several radio advertising and public and industrial relations firms, who would be program director of the station, helped make a canvass of Cleveland organizations and drew up a schedule composed of 58% commercial and 42% sustaining programs.

"Of special note," the Commission said, "is the proposal to schedule a number of regularly recurring public service sustaining features during the prime listening hours between 7:30 and 9:15 p.m., including *Town Meeting of the Air* program." At least 17% of the schedule would consist of public service programs "not available for sponsorship under any conditions," the decision pointed out.

Construction costs were estimated at $75,000; monthly income, $24,600; expenses $19,435.

Scripps-Howard Radio owns WCPO Cincinnati, WNOX Knoxville, and WMC Memphis; has an FM permit for Memphis and a conditional grant for Cincinnati, and is seeking other FM stations in Cleveland, Pittsburgh, and Indianapolis.

Better Late

MARSHALL R. PENGRA, manager of KRNR Roseburg, Ore., who arrived a month early for the Aug. 12 meeting of the NAB Employe-Employer Relations Committee when he failed to receive a telegram announcing postponement of the meeting originally planned July 11, arrived late for the NAB Small Market Stations Executive Committee meeting Sept. 9-10. He flew to the employe session, arriving so early he couldn't wait around a month for the meeting to open. He also flew to Washington for the small market meeting, but missed part of the proceedings when his plane met delays en route.

ALLEN F. HURLBURT, after armed forces service, formerly with Bureau of Advertising, ANPA and Robbins Pub. Co., has been named NBC art director succeeding **PARMELEE W. CUSACK**, resigned to open own advertising-promotion office.

AMERICAN TELEPHONE and Telegraph Corp. announced last week that radiotelephone service would be made available to soldiers in American zone of occupation in Austria today (Sept. 16).

California's 4th Market
San Jose

(BMB — RADIO OWNERSHIP — 1946)

1. Los Angeles
2. San Francisco
3. San Diego
4. **San Jose** **64,390 Families** **62,100 Radio Families**
5. Fresno
6. Sacramento
7. Stockton

REACH SAN JOSE, CALIFORNIA'S FOURTH METROPOLITAN DISTRICT
USE
"The Voice of San Jose"
KSJO KSJO-FM

1000 Watts — Top O' The Dial
W. S. Grant Company—National Representative

PROGRAM SERVICES AVAILABLE
World
Standard
Radio Research
United Press Bureau

EQUIPMENT
Half Wave Antenna
W. E. A. M.
G. E. F. M.
G. E. Console
W. E. Speech

YOU WON'T BELIEVE IT TILL YOU HEAR IT!

NEW *Western Electric* 728B LOUDSPEAKER

The first time you hear this revolutionary Western Electric loudspeaker in action, you'll get an entirely new conception of sound reproduction. It delivers speech and music with such "presence," such emotional quality, that you'll find it hard to believe you're listening to *reproduced* sound!

New design features, developed by Bell Telephone Laboratories scientists, make the 728B loudspeaker ideal for broadcast studios and sound systems where high quality reproduction is a "must."

For complete technical details and information on delivery, talk to your Graybar Broadcast Equipment Representative — or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

TECHNICAL DATA

FREQUENCY RANGE: 60 to 10,000 cycles.
IMPEDANCE: 4 ohms.
EFFICIENCY: At a distance of 100 feet on axis, the 728B will produce a level of 81 db above 10^{-16} watt per sq. cm. at 30 watts. This level is on a basis of a warble frequency covering a range from 500 to 2500 c.p.s.
COVERAGE ANGLE: 50 degrees.
POWER CAPACITY: 30 watts continuous.
DIMENSIONS: Diameter 12-11/32"; depth 4".
WEIGHT: Appr ximately 18 pounds.
BAFFLE HOLE DIAMETER: 11".
MOUNTING: An enclosure of approximately 2½ cubic feet of space is required.

Western Electric

Distributed by Graybar

— QUALITY COUNTS —

Thanks, Harry McTigue—
General Manager of
WINN, Louisville, Ky.,
for your statement that:

"Our sponsor of 'CONGRESS ON THE AIR' is the Louisville Trust Company, and they feel as we do that this is one of those public service features in radio today, which ranks in the top bracket. The program each week is very timely, and, I am sure, when renewal time rolls around, the Louisville Trust Company will want to continue this fine program".

"CONGRESS ON THE AIR" is the ONLY program of its kind, featuring Senators and Representatives of the Congress, in a weekly preview Forum —debating topics of vital import. Ernest K. Lindley, Chief of the Washington NEWSWEEK Bureau, is Moderator.

"CONGRESS ON THE AIR" is available for YOUR station as a weekly half-hour sustaining or sponsored program. Write or wire for complete details NOW. Exclusive to one station in a city.

Exclusive Distributors

KASPER-GORDON, Inc.

140 Boylston St., Boston 16, Mass.

One of the Country's Largest Producers of Successful Syndicated Programs

WBBM HAS SCHOOL FOR SOCIAL AGENTS

OVER 300 social agencies' representatives in Chicago have been invited to attend the WBBM Radio Institute, conducted by the station's education department in cooperation with the Chicago Social Work Publicity Council, each Tuesday evening in October.

A public service feature it is designed to equip the publicists with the fundamental principles of radio programming in order that they may make better use of air time to promote social work.

Five planned sessions instructed by members of the WBBM-CBS staff and lasting two hours each, are scheduled: Oct. 1: "The Radio Audience and What It Likes" instructed by Robert J. Savage, sales promotion manager, and Walter J. Preston, program manager; Oct. 8: "How to Write for Radio," by Robert Hartman, continuity editor and Hooper White, writer-producer; Oct. 15: "How to Produce a Radio Program," by Lyle Barnhart, producer, Ted Robertson, producer; Oct. 22: "How to Publicize Your Radio Program," by Don Kelley, director of public relations, and Oct. 29: "Radio's Future," by Mr. Savage.

* * *

ATW Telecasts

ACTUAL broadcasts and telecasts will be presented by students of The American Theater Wing's advanced courses for veterans of the entertainment world beginning Sept. 23.

While the theatre for an opera workshop will be kept in the "rehearsal stage," the radio program, to be produced by students graduated from the introductory term of the first session, will be heard on WNEW New York beginning Sept. 25 Wed. 9-9:15 p.m. Although the course is supervised by Earle McGill, assisted by George Waller, the direction and production will be handled by the 16 students.

The television program has been worked out in cooperation with Du Mont, with the course directed by Bob Loewi of Du Mont. Direction and production of each program will be in the hands of the 20 students selected from the seminar of the first term. It will be televised from WABD New York, Du Mont's television station, with four programs to be presented beginning the first week in October.

* * *

Television Workshop

TELEVISION WORKSHOP, 11 West 42nd St., New York, today starts a new series of professional courses in television including chance for "on the air" experience. Teaching staff includes Judy Dupuy, editor of *The Televiser;* Edward Stasheff, CBS video script writer; Rudolph Bretz, CBS film editor; John Flory, documentary film expert of Frant, Flory & Williams; Chet Kulesza of BBDO art department. Irwin A. Shane, executive director of the Workshop, will supervise instruction and production work.

PLANNERS at work in Chicago as first WBBM Chicago Radio Institute approaches. Tuesday evening sessions are planned in October, with 300 social agencies invited to learn requirements of radio public service programs. Planners are (l to r): Ted Robertson, WBBM producer; Bob Hartman, continuity acceptance editor; Bob Savage, sales promotion manager; Don Kelly, publicity chief and institute director.

Union and WMCA Agree On Pay Raise Contract

A CONTRACT was signed last week by the United Office and Professional Workers of America (CIO) and WMCA New York, retroactive to Aug. 5, 1946, for salary increases of from $6 to $10 for the 60 white collar and maintenance workers at the station.

The contract is the first to be signed for the recently-organized WMCA group and also provides a $30 weekly minimum for clerical beginners and a union shop. It also includes provisions for time and one-half for overtime and double pay for work on the seventh consecutive day, as well as vacations of one day for every month of service up to six months, two weeks after six months and three weeks after three years.

A new system of job classification will also be instituted following the completion of negotiations with CBS by UOPWA.

Sports Review

ALL-AMERICA Football Conference, New York, Sept. 5 started sponsorship of Edwin C. Dooley, former All-American at Dartmouth, in weekly sports review on MBS, Thurs. 10-10:15 p.m. Guests will appear on program from both professional and college fields, with Mr. Dooley predicting results of games. Agency is Frederick-Clinton Co., N. Y.

Rejoins Grove Labs

RUSSELL E. VREELAND, who resigned from Grove Labs in 1945 to establish and direct his own sales agency in Toronto, has been appointed vice president in charge of sales and advertising and elected a director of Grove Labs. Mr. Vreeland had been associated with the firm before his resignation in 1945 for 13 years.

WKBB extends a cordial welcome to the 2400 employees at Dubuque's new John Deere plant, which is scheduled to begin operations next month. Dubuque, Iowa's fastest growing city, is proud of the important role this firm is assuming in its civic development as it joins other new industries in a thriving city. You can reach Dubuque's rich market area for your product by taking advantage of WKBB . . . first in Dubuque radio listenership morning, noon, and night.

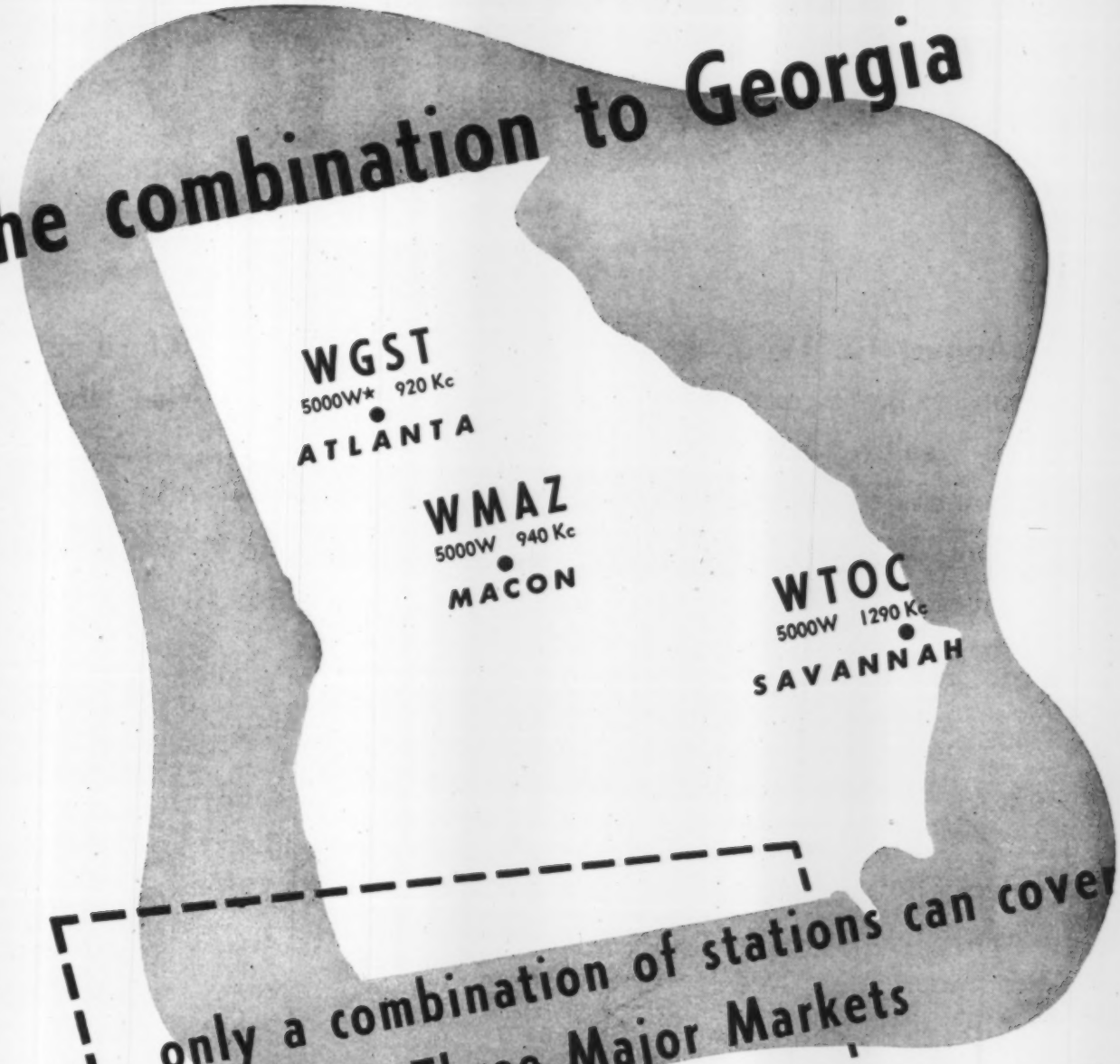
James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

PLEASE tell us 3 weeks in advance your new address. You'll be sure to receive BROADCASTING on time.

the combination to Georgia



only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—at one low cost

all CBS—available at combination rates

the GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

★ 1000W AT NIGHT

ANOTHER WCKY SUCCESS ST

On August 12, 1946, the Quality Pencil Company of Cincinnati began using a one-minute announcement on WCKY's "Jamboree", selling 24 pencils with name stamped in gold, for $1.00. Ten announcements in a two-week period produced 1404 pieces of mail. 86.14% of this mail was received from the 10 states and 21 counties in WCKY's intense listening area. Below is a breakdown of the mail received.

INTENSE AREA

State	Mail	% of Total
Ohio	259	18.45
Kentucky	88	6.25
Indiana	32	2.27
Alabama	83	6.05
Florida	41	2.92
Georgia	144	10.25
Mississippi	12	0.09
North Carolina	182	12.95
South Carolina	89	7.12
Tennessee	58	4.13
Virginia	110	7.83
West Virginia	111	7.83

86.14

ADDITIONAL AREA

Michigan	37	2.62
Pennsylvania	48	3.41
Maryland	44	3.13
Other States	66	4.70
TOTAL	1,404	

13.86

100%

STORY

THE WALTER HAEHNLE ADVERTISING AGENCY
724 Dixie Terminal Bldg. CINCINNATI, OHIO
TELEPHONE MAIN 9185

August 27, 1946

Mr. Ken Church
Radio Station WCKY
Gibson Hotel
Walnut Street
Cincinnati 1, Ohio

Dear Ken:

Just completed recap of results obtained for my client, the Quality Pencil Company, using a minute spot announcement on WCKY's "Western Jamboree", M.C.'d by Nelson King.

Never in my radio experience has any spot announcement on any program produced as fast as this announcement of ours for Quality Pencil.

We have been getting an average of 140 letters per day. In the past two weeks, using ten announcements, we have received 1404 letters and a great many letters have more than one order. I believe a very conservative estimate would be somewhere in excess of 1500 orders.

Please extend my thanks to all the members of your staff for their splendid cooperation.

Sincerely yours,

THE WALTER HAEHNLE ADVERTISING AGENCY

William H. Rotert

WHR/rk

WCKY

THE L. B. Wilson STATION

FIFTY THOUSAND WATTS OF SALES POWER

ASK FREE & PETERS FOR DETAILS

Editorial

Weather It or Sell

MANY STATION owners are aroused over the FCC's "free competition" policy of licensing AM stations without regard to the ability of the market to support the newcomers. More than 300 construction permits in AM alone have been authorized thus far this year. Then there are upwards of 500 conditional FM authorizations, nearly half of them now converted to construction permits, which means most of these stations should be in operation within a year under the FCC's "speed up" FM procedure.

The attitude of the average broadcaster in the secondary market is projected by W. E. Whitmore, manager of KGFL Roswell, N. M., in a letter to the NAB [BROADCASTING, Sept. 9]. A. D. Willard Jr., NAB executive vice president, has answered Mr. Whitemore. He points to legal precedent, which bars the FCC from interfering with the business aspects of station operations, and from taking into account the economic injury that would result to existing stations when new stations are authorized. He cites that the FCC "by indirection," nevertheless has sought to exercise some degree of control over business aspects of station operation. And he points out that as long as the "scarcity" element exists wherein there are not enough facilities to go around, there will be the disposition to regulate radio beyond pure technical and physical aspects.

Mr. Whitmore, it seems to us, has ample basis for his fears about the future. Competition will become rigorous. Stations will fail, not only because there won't be enough business to go round in the smaller markets, but also because neophytes who are being cajoled into radio ownership won't find it a key to the mint at all.

Radio has always been a hazardous business. Heavy investments hang from the slender thread of a license which now is renewable every three years and theoretically subject to recall or revocation for cause at any time.

But, alas, Mr. Whitmore has no legal ground upon which to stand. Mr. Willard has documented the law and the philosophy which governs radio licensing policy. The law provides for free competition. The FCC has attempted to introduce economic elements into its licensing policy but has been turned back by the courts. Yet the courts, in a later case, said something about the FCC controlling the "composition of that (radio) traffic" on the air, which implied program control. Since most of the best programs are sponsored, that must mean some degree of business regulation through programs.

What Mr. Willard did not take into account, however, were other elements introducing largely artificial impediments to a sound licensing policy. Before the war, the AM band was crammed full; there wasn't a Chinaman's chance of getting a new regional or local facility in most markets. Now they're licensed wholesale. Why? Because the FCC has degraded its engineering standards, and proposes to revise them downward even more drastically. The fact that old-established stations may be penalized by reduced coverage doesn't seem to matter.

Then there's the FM approach. Prof. Edwin H. Armstrong, the eminent FM inventor, foresaw FM as a means of ending the "scarcity" element, with literally thousands of new stations. But the FCC devised an allocation which results in inadequate licensing opportunities in the major markets, causing competitive hearings. It also has introduced a new limitation by reserving every fifth channel for newcomers who may some day want a station—an act of questionable legality.

The AM broadcaster is confused. He must face unlimited and unknown competition in AM. He must get into FM posthaste or miss the boat. The FCC policy is contradictory.

The answer still rests with Congress, as both Mr. Whitmore and Mr. Willard frankly recognize. But the legislative mills grind slowly.

As it stands now, the only thing left for the Mr. Whitmores is to weather it through or sell out.

MORE AND MORE, radio becomes a vital cog in international power politics. The fact that the U. S., by dint of manpower, resources and vitality, transformed certain defeat to brilliant victory is forgotten. France repudiated "American Plan" radio which it had before the war because the British, through BBC, insisted. Soviet refused to give us or the British or French a voice in the operation of Radio Berlin, so we set up our own low-power station. Now France, goaded by the Soviet, tosses us out of Algiers, effective Dec. 31, and probably will ask us to give them our equipment. Maybe Uncle Sam might well consider moving all equipment out of Europe. Wonder how many operations would continue?

Data Grubbing

CLEAR THE decks, mates, here comes another FCC questionnaire.

Not really a new one in these days of Government economy and reduction of paper work (it says here). But an expanded one having to do with employment and employes in radio.

It seems the FCC isn't satisfied with station employment data gathered for several years, eliciting information on how many employes earn their livelihoods through stations and networks, their compensation, working hours, and the like. To us the schedule now is broken down in every conceivable way for a typical radio week. Just one of the numerous tables (see page 307, BROADCASTING YEARBOOK) supplies data for every aspect of station and network operation, broken down as to networks and stations, networks alone (with their key stations) and stations alone, covering number of employes, compensation and average pay.

Now the FCC wants more. It seeks more "specific and meaningful" data. "Specific and meaningful" for whom? The station? The Bureau of Labor Statistics, which collects data for all industry and certainly isn't disposed to farm it out to an independent agency? The FCC, which insists it isn't concerned with the economics of broadcasting and therefore is licensing new AM stations without regard to competition? Or the labor unions?

Now you guess!

Our Respects To—

JACK RUSSELL JOHNSTON

JACK RUSSELL JOHNSTON has been on the air, and up in the air for a long time. He came to radio when radio was a pup, in 1924, and learned to fly the year Lindbergh flew solo to Paris, 1927. Now vice-president in charge of production at McCann-Erickson, Mr. Johnston is the son of pioneers. Cleo and Frank Johnston settled in Guthrie, Okla., before that territory won statehood and still had the deep wheel ruts of prairie schooners heading West down the main street of the then state capital.

Russell Johnston is also a pioneer. He developed his interest in radio when he was an errand boy for a hardware store in Oklahoma City in 1924, about 16 years after his birth, Sept. 13, 1908, in Guthrie. The owner of the store built a radio station, KFJF, and the young Johnston, after puttering around, soon had developed a knowledge of the fledgling medium to a sufficient degree to become an announcer and licensed operator. He still holds his license.

Early in life, Mr. Johnston found himself shuttling between Texas and Oklahoma. He was educated partly in Texas and partly in Oklahoma. Romance under a prairie moon in Oklahoma in 1927 brought about his marriage to Lee Thomas March 17 of that year.

After 22 years in radio, Mr. Johnston today is top-flight production man at McCann-Erickson. To his job he brings a background as wide as the prairie on which he was raised. He has been an announcer, engineer, continuity writer, program director, producer of some top national shows, magazine writer, movie script writer, and has done just about every other job possible in radio.

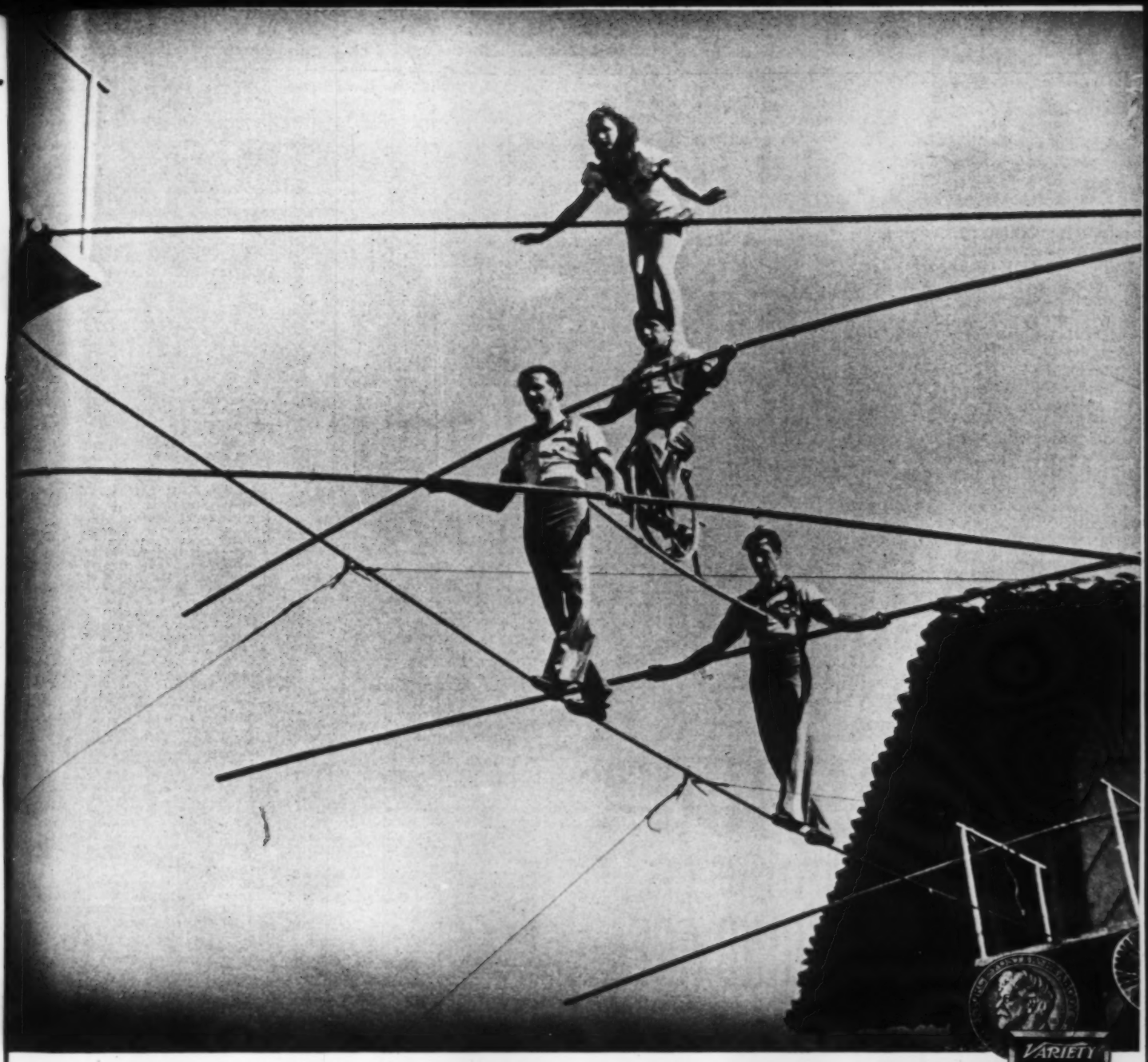
Speaking about his life in the industry, Mr. Johnston recalls when audiences were really concentrated. In 1924, while he was at KFJF (now KOMA), a family owning a prized receiving set would call the station to ask that it go on the air for 15 minutes or more to allow the set owner to entertain his friends with his new-fangled gadget.

By 1925, Mr. Johnston had moved on to another station, lured by big money. He went from $5 a week to $7.50. Two years later, in El Paso, Texas, he and a friend founded station KFXH which drew breath until the crash in 29, then promptly folded.

After a few more years in Texas radio, Mr. Johnston headed toward Hollywood, where he became a free-lance writer and program producer. Three years after arriving in California he was head of the writing department for CBS's Hollywood office.

In the mid-thirties he produced such shows as *Gateway to Hollywood*, *Silver Theatre*, and

(*Continued on page 58*)



VARIETY

Billboard

WOV

BALANCED BROADCASTING

serves LISTENER and SPONSOR ALIKE

IN serving the public interest to the best of its ability, WOV best serves its listeners and sponsors alike. Blending programs into a balanced broadcasting pattern designed to entertain, educate and inform has resulted in building and holding one of the most important audiences listening to any New York independent station. According to March-April Hooper ratings, WOV delivers one of the largest average metropolitan audiences between the hours of 7:30 and 10:00 p.m., at a cost of only 94c per thousand listeners per quarter hour . . . virtually half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV

NEW YORK

Respects

(Continued from page 54)

Scattergood Baines. His reputation as a producer grew on the West Coast and nationally, and by 1939 he was Hollywood program director for CBS.

One of his most striking characteristics is that despite his experiences in California, the land of frenetic fanatics, he is a conservative. He speaks in the slow drawl of his Oklahoma homeland. His movements are assured, without the appearance of the man who leaped on his horse and dashed off in all directions.

He admits he is conservative, but without a doubt he has adjusted to the tempo that is advertising today. Covering the nation-wide radio activities of McCann-Erickson is no sinecure, and Mr. Johnston is no club car traveler on any Super Chief. He flies his own plane, a converted Army pursuit trainer, on all his out of town business trips.

His home in North Hollywood is only 14 hours from New York, and many a week-end visit he makes to spend with his wife and only son, Michael, 19, who recently was discharged after two years' service in the Navy.

With over 2,200 hours flying, holding an instrument license, a commercial license and an instructor's rating, Mr. Johnston has had one crack-up, which demolished a brand new light plane newly bought, shook him up, and nearly lost an important customer for CBS.

Flying over Death Valley in California, Mr. Johnston was carrying the customer to visit a mine in that territory. Suddenly a terrific downdraft hurled the plane and its occupants toward the canyon floor, and, before control could be regained, had pushed its nose into the ground. Escaping unhurt, Mr. Johnston and the friend finally proceeded on their way—by mule.

Seated behind his expansive maple-hued desk on the 10th floor of 50 Rockefeller Plaza, pipe-smoking Mr. Johnston will confide, much along the lines of the average out-of-towner: "Well, I like to visit New York, but I wouldn't live in it if you gave it to me." He is looking forward to the day when he will be able to conduct his manifold duties from the warmer climes of California.

On his rise to fame and fortune, Mr. Johnston smilingly points to the motto of the Sooner State which says something about *Labor Omnia Vincit* or Labor Conquers All. Most of his club affiliations are up in the air he adds. He belongs to the American Aeronautical Assn., The Aviation Country Club of California, the Los Angeles Sheriffs Air Squadron and the Earthbound Lions.

$276,519,000.00

IS SPENT ANNUALLY IN THE

RICHMOND TRADING AREA

WHOLESALE MARKET

The Richmond Trading Area supports 937 wholesale establishments doing an annual volume of $276,519,000.00. There are 453 of the total wholesale houses located within the city proper doing an annual business amounting to $208,066,000.00.

WRNL enjoys the greatest daytime audience in this trading area, therefore will deliver your message to most house-wives who buy most of the merchandise distributed by these 937 wholesale establishments.

WRNL 5000 WATTS RICHMOND, VA. NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

TWO ON TERMINAL leave in Bermuda are (l to r) Brig. Gen. Ken R. Dyke, in charge of information and civilian education in Japan under Gen. MacArthur, who will rejoin NBC as vice president, and Lt. Col. Mac Kriendler, president of 21 Club in New York.

Upcoming

Sept. 16, 23: Second and third of BMB Pre-Publication Clinics, WGN Chicago.

Sept. 17: 15th Annual Meeting of Controllers Institute of America, NBC Studios, New York.

Sept. 17, 18, 19: Second week's meetings of Second Annual CBS Program managers Clinic, CBS Hqtrs., New York.

Sept. 18: Electric Institute of Washington, 6 p.m., Statler Hotel, Washington.

Sept. 18: Demonstration of facsimile transmission, New York Advertising Club Luncheon, 30 East 37th St., New York.

Sept. 18-20: American Assn. of Agricultural College Editors, radio meeting, Auburn Ala.

Sept. 19: Joint meeting of RMA and NAB committees on National Radio Week, Waldorf-Astoria, New York.

Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.

Sept. 23: NAB Employe-Employer Relations Committee, Statler Hotel, Washington.

Sept. 23: Meeting of station accountants of CBS O & O stations, New York.

Sept. 23-24: Columbia Recording Corp. Sales Convention, Hotel Gibson, Cincinnati.

Sept. 25: CBC Board of Governors Meeting, Ottawa, Ont.

Sept. 28: Five-Power Telecommunications Conference (U. S., U. K., France, China, U. S. S. R.) Moscow.

Sept. 28-29: AWD Second District meeting, DeWitt Clinton Hotel, Albany, N. Y.

Sept. 28-30: Radio Conference, Stephens College for Women, Columbia, Mo.

Sept. 30-Oct. 6: Inter-American Broadcasting Conference, Mexico City.

Oct. 6-9: Advertising Specialty National Assn., Palmer House, Chicago.

Oct. 7-10: Financial Advertisers Assn. National Convention, Fairmont Hotel, San Francisco.

Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.

Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.

Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).

Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

MANAGEMENT

H. B. KENNY, for a year with WSSV Petersburg, Va., as news editor and commercial manager, has been appointed executive vice president of the station. Mr. Kenny is former news editor of WRVA Richmond, Va., and WMBR Jacksonville, Fla. A world traveller and veteran of both World Wars, Mr. Kenny is author of several books, his latest being "As Told to Cappy," to be released after Nov. 15.

HEWITT KEES, manager of KOH Reno, Nev., has returned to the station following release from the Army. An engineering officer on all press and voice communications from the South Pacific and attached to General MacArthur's headquarters, Mr. Kees aided in the conversion of Radio Tokyo. He stated that the Japanese engineers had a great deal of respect for American methods, observing the enemy equipment eight years ago was quite modern, showing a German influence of design. Mr. Kees is second McClatchy Broadcasting Co. station manager to return following war service, the first being **HAL BROWN** of KERN Bakersfield, Calif.

LOGAN L. THOMPSON, operating manager of Metropolitan Television, New York, who supervised the construction and operation of the company's FM station, WABF, since its inception in 1942, has resigned from the company. He will take a prolonged vacation before continuing his activities in the broadcasting field. **WILLIAM BLACKSHER**, with the company since 1942, has been named chief engineer of WABF.

CARLETON D. SMITH, general manager of WRC, NBC owned and operated station in Washington, and of its video affiliate, WNBW, now under construction in that city, Sept. 22 will present the NBC television trophy to the winner of the 135 cubic inch hydroplane race at the President's Cup Regatta. The 21-inch sterling cup will be presented annually, starting this year to the winner of the event and will be retired when won three times by a single contender. Each year's winner will receive a silver dish for his permanent possession. Speed boat events at the regatta are to be filmed by NBC cameramen and flown to New York for broadcasting Monday night (Sept. 23) on WNBT, NBC video station in New York. Members of the regatta committee will see the pictures in Washington at the same time, transmitted from New York by coaxial cable.

LEE LITTLE, general manager of KTUC Tucson, Ariz., has been named chairman of Tucson Sunshine Climate Club.

FREDERIC HAYWARD, released from AFRS as captain and in service since 1942, has been appointed director of KWSC Pullman, Wash., State College of Washington station. He succeeds **GLENN JONES**, who for three years has been acting director in addition to director of the Division of General College Extension. Before the war with WBT Charlotte, N. C., where he handled live talent and special events programs for both the station and CBS, Mr. Hayward previously had been with WHN New York.

W. LEE COULSON, general manager of WHAS Louisville, on sick leave and under doctor's orders, will rest for several weeks. **ORRIN W. TOWNER**, technical director, and **JOE EATON**, commercial manager, are directing station operations in his absence, under policy direction of **MARK ETHRIDGE**, publisher of the Courier-Journal and Times, which own WHAS.

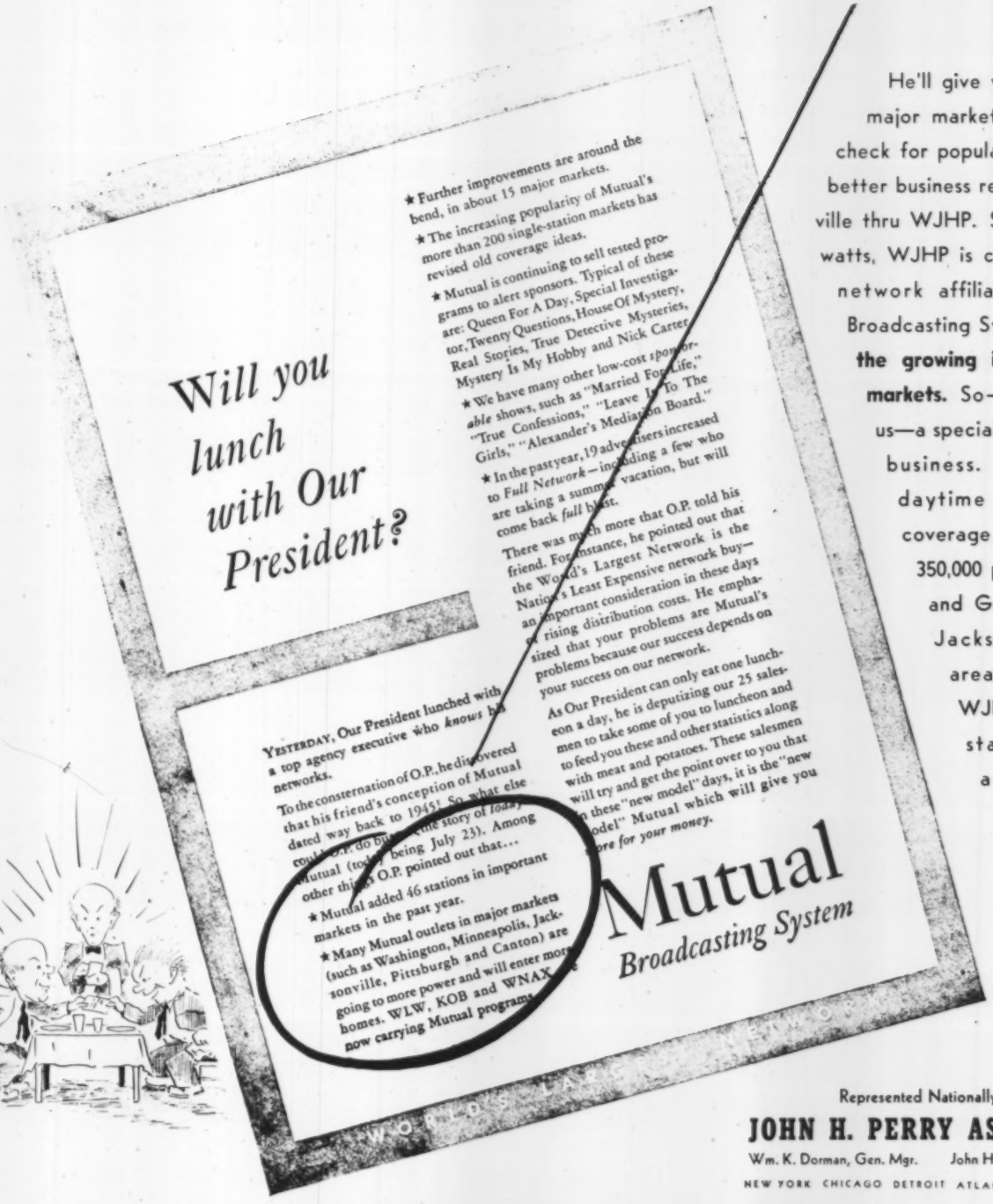
HARRY MAIZLISH, general manager of KFWB Hollywood, is in New York to contact agency timebuyers on fall campaigns.

EDGAR KOBAK, MBS president, left New York last week on a business trip through southern and midwestern cities, winding up at the NAB Convention in Chicago Oct. 21-24. Mr. Kobak's itinerary includes Washington, where he will attend the National Distribution Conference; Indianapolis, where he will address the Indianapolis Advertising Club; Chicago; New Orleans; and back to Chicago for NAB Convention.

G. A. LAVOIE, manager of CJBR Rimouski, Que., has been on an extended business trip to Toronto.

WILLIAM GUILD, manager of CJOC Lethbridge, Alta., is on an extensive business trip to eastern Canada and the U. S., including stops at Winnipeg, Toronto, Montreal and New York.

How about Lunch with a . . .
JOHN H. PERRY Representative?


Will you lunch with Our President?
★ Further improvements are around the bend, in about 15 major markets.
★ The increasing popularity of Mutual's more than 200 single-station markets has revised old coverage ideas.
★ Mutual is continuing to sell tested programs to alert sponsors. Typical of these are: Queen For A Day, Special Investigator, Twenty Questions, House Of Mystery, Real Stories, True Detective Mysteries, Mystery Is My Hobby and Nick Carter.
★ We have many other low-cost sponsorable shows, such as "Married For Life," "True Confessions," "Leave It To The Girls," "Alexander's Mediation Board."
★ In the past year, 19 advertisers increased to Full Network—including a few who are taking a summer vacation, but will come back full blast.
There was much more that O.P. told his friend. For instance, he pointed out that the World's Largest Network is the Nation's Least Expensive network buy—an important consideration in these days of rising distribution costs. He emphasized that your problems are Mutual's problems because our success depends on your success on our network.
As Our President can only eat one lunch-eon a day, he is deputizing our 25 salesmen to take some of you to luncheon and to feed you these and other statistics along with meat and potatoes. These salesmen will try and get the point over to you that in these "new model" days, it is the "new model" Mutual which will give you more for your money.
YESTERDAY, Our President lunched with a top agency executive who knows his networks.
To the consternation of O.P., he discovered that his friend's conception of Mutual dated way back to 1945! So what else could he do but tell the story of today's Mutual (today being July 23). Among other things O.P. pointed out that...
★ Mutual added 46 stations in important markets in the past year.
★ Many Mutual outlets in major markets (such as Washington, Minneapolis, Jacksonville, Pittsburgh and Canton) are going to more power and will enter more homes. WLW, KOB and WNAX are now carrying Mutual programs.
Mutual
Broadcasting System

He'll give you the news on major markets, and take the check for popularity and bigger, better business results in Jacksonville thru WJHP. Soon to go 5,000 watts, WJHP is considered by its network affiliate, the Mutual Broadcasting System, as **one of the growing important major markets.** So—let this be on us—a special treat for YOUR business. With WJHP's daytime and night-time coverage soon to be over 350,000 people in Florida and Georgia, and with Jacksonville's trade area sales-potential, WJHP is a sure-shot station you can't afford to miss!

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr. John H. Perry, Jr., Vice Pres.

NEW YORK CHICAGO DETROIT ATLANTA PHILADELPHIA

WJHP

JACKSONVILLE, FLORIDA

Washington Favorites

WMAL and ...

... Jim GIBBONS

In four short years Jim Gibbons has become a top favorite in Washington. Broadcasting his own nightly sports show—doing color with Harry Wismer on the Washington Redskins' football games—and featured on many important shows at important times has won him many friends and loyal listeners.

Now as M. C. of WMAL'S TOWN CLOCK and MUSIC BOX programs Jim's friendly personality packs a powerful persuasiveness in terms of selling merchandise.

WMAL

630 on your dial in WASHINGTON, D. C.

Kaltenborn Is Included In Scandinavian Junket

H. V. KALTENBORN, NBC commentator, Sept. 18 leaves for a three-week tour of Norway, Sweden and Denmark arranged for newspaper aviation editors and reporters by the Scandinavian Airlines System to mark the inauguration of scheduled service between Scandinavia and the U. S. Also on the tour will be Niels Bonneson and Tage Palm of the NBC International Department.

Although he will be heard occasionally from abroad, other NBC commentators will carry on Mr. Kaltenborn's regular program Monday through Friday, 7:45-8 p. m., until his return on Oct. 7. While abroad the commentator plans to interview the prime ministers and foreign ministers of the three countries and, if time permits, he will visit Berlin for interviews with the heads of American occupation forces.

Opens Agency

PAUL LYNN HELLER, former commercial manager and promotion director of WINX Washington, has opened an advertising agency under his own name in Washington covering all media but having emphasis on radio. The new firm is located in the Atlantic Bldg., 930 F St. N.W. Telephone is DIstrict 0570. Most recently advertising manager of Franc Jewelry Stores, division of Kay Associates, Mr. Heller previously had been with the *Washington Post* and manager of its rotogravure division and before that with the *Washington Times-Herald*.

Mr. Heller

Columbia Records

COLUMBIA RECORDING Corp., New York, and its dealers on Oct. 12 will return to the air the *Columbia Record Shop*, transcribed and recorded show, broadcast over 241 stations. Martin Block is host and Columbia stars are guests on the Saturday morning program. The firm resumed its New York offering *Symphony Hall*, over WQXR Sept. 4. This runs from 8:05-9 p.m. week nights and from 8:05-10 p. m. Saturdays. Agency is McCann-Erickson, New York.

To Continue Show

MUTUAL last week announced that it would continue broadcasting "Vic & Sade," Thurs. 7:30-8 p.m. (CDST), when F. W. Fitch Co., Des Moines, ceases sponsorship Sept. 19. Show will continue broadcasting from Chicago on sustaining basis, with original cast intact.

ATHERTON PETTINGELL, president of Dorland International-Pettingell & Fenton, and Philleo Scott, former fashion editor of Los Angeles Examiner, were married in that city Sept. 7.

AGENCIES

DORLAND INTERNATIONAL-PETTINGELL & FENTON, which has opened offices in the Central Tower Bldg. in San Francisco under supervision of **H. H. HINDLEY**, former San Francisco manager of Allied Advertising Agencies (BROADCASTING, Sept. 9), also has opened an office in Los Angeles at 672 South Lafayette Park Place with **EVELYN WIGGINS RAWLES** as office manager. **LORENE MARIE PAVON**, formerly with Oakland, Calif., newspapers, has been named to assist Mr. Hindley in San Francisco. **ERIC COSTER** will handle radio copy and publicity.

HARTLEY L. SAMUELS, former NBC program promotion director, onetime promotion manager, WHN New York, has been named radio publicity director of La Roche & Ellis, N. Y.

CHARLES ROSS, freelance announcer, has joined Adolphe Wenland & Assoc., Los Angeles, as account executive.

JACK VAN NOSTRAND, who recently joined Sullivan, Stauffer, Colwell & Bayles, has shifted from New York to Hollywood and taken over West Coast operations of newly formed agency.

GEORGE STELLMAN, former radio director of Dancer-Fitzgerald-Sample, Chicago, has joined William Kester & Co., Hollywood, in similar capacity.

PAUL E. NEWMAN Co., Los Angeles, has moved to larger quarters at 3142 Wilshire Blvd.

FRANK C. MEUNIER has been appointed manager of advertising and sales promotion for General Petroleum Corp., Los Angeles. He has been with firm since 1932.

FLOYD HOLM, radio supervisor of Compton Adv., New York office, has been shifted to Hollywood as assistant to **MURRAY BOLEN**, West Coast manager, on NBC "Truth or Consequences," MBS "Queen For A Day" and other network shows.

GARFIELD & GUILD, San Francisco, has discontinued its Los Angeles office with representation in that area taken over by Lee Ringer Adv. under a working arrangement.

JOHN HERTZ Jr., chairman of the board of Buchanan & Co., New York, is on the West Coast this week to supervise arrangements for the new Texaco Dealers "Eddie Bracken Show" which starts on CBS Sept. 29 and also to inspect agency's West Coast offices including the commercial and motion picture divisions in Los Angeles and Beverly Hills respectively.

KEN KEAR, former commercial copy writer for WHLD Niagara Falls and WEVD New York, has joined the radio department of Federal Adv., New York, as writer.

JOHN H. O'ROURKE, former freelance radio producer, has joined Furman, Feiner & Co., New York, as radio director. He also has done radio production work for Orodel Radio Features, New York, and the American Institute of Food Products, New York.

RICHARD W. SMITH has rejoined Griswold-Eshleman Co., Cleveland, as account executive after three years in the Army. In Engineers Corps, he was released as captain. Mr. Smith joined agency in 1935.

MAKING closed circuit talk to 155 stations on promotion of NBC Hollywood Wednesday night originations were (l to r) Austin Peterson, Hollywood v-p, Ted Bates Inc. (Kay Kyser Show); Z. Wayne Griffin, radio manager of Berg-Allenberg, producing Frank Morgan Show; Walter Tetley, "Leroy" of "The Great Gildersleeve," representing Needham, Louis & Brorby; Sidney N. Strotz, NBC Western Division v-p; Thomas H. A. Lewis, Young & Rubicam radio v-p ("Duffy's Tavern"), and Jennings Pierce, NBC Western Division public service director.

LeROY V. BERTIN, former production manager and account executive at Gunn-Mears Adv., New York, has joined Lancaster Adv., New York, as account executive.

JOSEPH TANKOOS, former New York sales manager for H. H. Buggie & Co., electronic manufacturer, has joined Patjens Adv., New York, as account executive.

GERTRUDE N. MARCES, formerly in charge of media at Small & Seiffer, New York, has joined Schacter, Fain & Lent, New York, as account executive.

W. R. DENNING Jr., released from the Army, has returned to the New York office of Sherman & Marquette.

GEORGE B. MAULL, since April chief accountant of United Advertising Corp., New York, has been appointed secretary of the agency.

SANFORD H. BARNETT Jr., adaptations writer of J. Walter Thompson Co. on CBS "Lux Radio Theatre," is father of a boy born Sept. 10.

PHILADELPHIA'S No. 1 Station

FOR PROMOTION!

CAR CARDS · 24 SHEETS

NEWSPAPER ADS

DIRECT MAIL

10,000 Walls

WIBG

REPRESENTED Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

YES, THERE'S A CARNIVAL OF SALES IN

"THE CARNIVAL OF MUSIC"

with FRED B. COLE

Monday through Saturday 10:00 A.M. to 12:00 Noon

When women start talking about a radio program... that's the show for your sales message! And New England women *are* talking about *and listening* to "The Carnival of Music" presented every day from 10:00 A.M. to 12.00 Noon on WHDH.

Tops with New England listeners for years Fred B. Cole continues to supply a program that *delivers* — entertainment for listeners — sales for you.

Get them talking about your product. *Tell them* when they're in the mood to listen. Join the *Carnival of Sales* on the *"Carnival of Music."*

For further details, write or see a John Blair man.

WHDH

6 ST. JAMES AVE., BOSTON. MASS. • 5000 WATTS • 850 ON THE DIAL

Represented by John Blair & Company

REPORT FROM HOLLYWOOD BOWL

On that typically wonderful summer California night of August 25th, two musical artists of the first magnitude appeared in Hollywood Bowl as soloists with Leopold Stokowski and the Bowl Symphony. These were the winners of the 1946-47 Season of the KFI-HOLLYWOOD BOWL AUDITIONS and their award was a paid musical debut with one of the nation's outstanding musical organizations. Lillian Magidow, winner of the Instrumental Division of the competition, is a 16-year old pianist, and the Vocal Division winner is John Arnold Ford, 29-year-old basso. Playing to an audience numbering well in the thousands, Magidow and Ford earned an ovation that the most seasoned artist could term memorable. The co-sponsors of the 'AUDITIONS'— Station KFI and the Hollywood Bowl Association — extend their best wishes for continued success to these winning artists and a sincere thanks to the many talented vocalists and instrumentalists appearing on the air series from which the winners were selected.

THIS PUBLIC INTEREST SERIES CONTINUES

The Fourth Annual "KFI-HOLLYWOOD BOWL AUDITIONS" is now under way. Thirty-two weekly concerts will be heard on KFI, Mondays at 9:30 p.m. commencing October 7th. Again a notable panel of judges will hear serious vocalists and instrumentalists in order to name the two outstanding artists to appear in Hollywood Bowl next year during the 1947 Season of "Symphonies Under the Stars."

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PRODUCTION

MAN WHO PAYS meets man who sells at Pictsweet Foods plant in Washington State. Payer is J. L. Brotherton (right). Pictsweet advertising manager; seller is Jimmy Wallington, CBS Pacific announcer. Pictsweet sponsors "Your Hope Chest" on CBS Pacific.

PAUL COBURN, formerly with KUTA Salt Lake City, has joined KVNU Logan, Utah, as program director and sports announcer. **DICK BARBER**, previously with KALL Salt Lake City, is new addition to KVNU announcing-writing staff. **TOM WAYMAN**, released from armed forces as chief announcer and traffic manager of AFN Frankfurt, Germany, has rejoined KVNU.

DON BELL, conductor of "Don's Early Light" on WJW Cleveland and ABC, has been signed by KRNT Des Moines, Iowa, to conduct early morning show on that station. Mr. Bell onetime was city editor of the Cedar Falls (Iowa) Daily News. At KRNT he will present Mon. through Sat. 6-8 a.m. "The Don Bell Show."

CHARLES BURTON, formerly with WTAX Springfield, has been added to announcing staff of WJPF Herrin, Ill.

BERYL STARBUCK, formerly with WDEF and WAGC Chattanoga, Tenn., has joined the announcing staff of WMT Cedar Rapids, Iowa. He is Navy veteran.

Z. WAYNE GRIFFIN, radio director of Berg-Allenberg, talent service, has been assigned director of CBS "Eddie Bracken Show" for Texas Co.

ART GILMORE, announcer of CBS Hollywood, and **GLENN MIDDLETON**, former CBS producer now freelancing, are co-authors of textbook "Radio Announcing" due for release about Oct. 1.

MAXINE ARTO of KFI Los Angeles production staff has been married to **JIMMIE McKIBBEN**, writer.

WILL DOUGHERTY, former member of the production and special events staff at WKBN Youngstown, Ohio, has been appointed program and promotion manager of WPIK Alexandria, Va. While in AAF he wrote and produced programs for network presentation. He was released as captain. Before the war he had been with WLW Cincinnati and WOAI San Antonio.

Mr. Dougherty

BILL WILLMAR, formerly with KUTA and KALL Salt Lake City and prior to that with WIP Philadelphia, has joined KROW Oakland, Calif., as announcer.

R. E. (Pat) O'BRIEN, with the International Broadcast Division of the State Dept. for three years and prior to that with KFBB Great Falls, Mont., and KYA San Francisco, has joined KVSM San Mateo, Calif., as announcer.

RON JENKINS, program director, and **CLYDE CLEM**, sales promotion manager, of WSOC Charlotte, N. C., have been appointed to the publicity committee of the Annual Shrine Bowl Game, yearly football classic of all-star high school teams of North and South Carolina. **HAL EDWARDS**, formerly with WEGO Concord, N. C., has joined the WSOC announcing staff.

JANE RUOSS, continuity editor and women's editor of WKRZ Oil City, Pa., has been appointed program director of the station. She succeeds **FRANK E. SHAFFER**, resigned. **MARY LEWIS** is new addition to WKRZ continuity staff.

CHARLES H. UNDERWOOD, chief announcer and producton manager of WMBS Uniontown, Pa., and **PEGGY JACO**, former control operator at station, were married Sept. 8.

WILLIAM J. O'REILLY, former announcer of CBL Toronto, has been appointed program director of CBM Montreal. He has been with the CBC since 1937, was in the RCAF during the war, retiring with rank of squadron-leader.

JOHN MURRAY, writer on NBC "Red Skelton Show," has been made an honorary citizen of Father Flanagan's Boys Town at Omaha, Neb.

BERNICE YANACEK has shifted from Chicago to Hollywood as official organist on various NBC General Mills programs.

FRANCES WILDER, CBS consultant on daytime programs, has been elected program chairman of the Advertising Women's Club of New York for 1946.

CHARLES BISHARA, public service director of WINR Binghamton, N. Y., has been named to the publicity and education division of the Binghamton 1946 Community Chest campaign. He is working with Liberty Radio Guild, a co-ed group from the Binghamton Boys Club, a "Red Feather" agency, which will present a program in behalf of the drive.

VICK SACK, former director with Army service shows, has been named director of the "Irene Beasley Show," sponsored by Continental Baking Co. on CBS five times weekly.

THEODORE K. BROIDO, formerly in the program and production department of WIP Philadelphia and in charge of operations for WIP-FM Philadelphia, joins MBS as assistant to **ED OTIS**, MBS supervisor of commercial programs.

ROBERT A. SIMON, executive producer and editor of WOR New York, will be instructor in a radio course given by the Juilliard School of Music starting Sept. 23. Course is primarily for musicians and takes up such matters as microphone technique, radio repertoire and studio practice.

BRUCE PEACOCK, m.c. of CKCK Regina, Sask., has married Jerry Dobson of Regina.

FLORENCE SANDO, in Pittsburgh radio for several years and former radio director of Kaufmann's, local department store, has been appointed director of women's programs at WCAE Pittsburgh. She succeeds **POLLY MALONE**.

ORVAL ANDERSON, Hollywood originator of weekly ABC "Darts for Dough," following Army discharge has returned to that program as m.c.

LUD GLUSKIN, music director of CBS Western Division, has been signed as musical director of Columbia Pictures forthcoming production, "The Return of Monte Cristo." **LUCIEN MORAWECK**, freelance composer of radio scores, has been signed to do background music for same picture.

RUDY VALLEE, conductor of his own NBC program for Philip Morris cigarettes, will be a faculty member at U. of Southern California, starting Sept. 16.

giving weekly course called "Presentation of Radio Variety Programs."

MARY MASON, former women's commentator of WRC Washington, has been named women's and children's program director at KIST Santa Barbara, Calif.

WILL LENE, m.c. of "Midwestern Hayride" and announcer at WLW Cincinnati, is winner of the National Muzzle Loading Rifle Shoot held at Friendship, Ind. **HOWARD CHAMBERLAIN**, WLW director of news, has held the championship title for five years.

RICHARD KARP, program producer and musical advisor of KDKA Pittsburgh, has returned to the station after nine weeks as director of the Adirondack Symphony at Saranac Lake.

CLAUDE SWEETEN, former musical director of KFI Los Angeles, is in a local hospital recovering from a heart attack.

MEL VICKLAND, Hollywood producer of MBS "Singing Sweethearts," is under observation for polio at Los Angeles General Hospital.

BILL HAHN, featured on Yankee Network "Breakfast With Bill," is the father of a girl, Pamela. Mrs. Hahn is former Betty Berry, at one time head of Yankee's transcription department.

KEN HUTCHISON is new addition to announcing staff of CKNW New Westminster, B. C.

E. W. ZIEBARTH, educational director and production manager of WCCO Minneapolis, has been appointed contributing editor of the "Journal of the American Association for Education by Radio." Mr. Ziebarth is also Minnesota state director of the association.

BOB MENEFEE, director of news for WSLS Roanoke, Va., has been appointed program director of the station. Latter post has been resigned by **FRANCIS BALLARD** in order that he may devote more time to direction of the Patchwork Players, local little theatre group, and his other dramatic activities. Mr. Ballard will continue with WSLS on a parttime basis as production head.

Mr. Menefee

JOEL KRIEGER is new addition to the WSLS announcing staff.

CLAUDE D. DeCHAMPS and **PAT DONNELLY** are new additions to the copy department of WCSC Charleston, S. C.

EUGENE L. SOARES, before the war announcer at WSPD Toledo, Ohio, has returned to that station following release from the Navy as lieutenant commander. He served in Pacific for more than a year and before release in Hartford, Conn., as Navy public information officer.

Now Platter Turner

TAKING its cue from New York and Ted Husing's entry into the platter-turner field via WHN, that city, Chicago's WIND will introduce its Sports Commentator Bert Wilson on a two-hour record show starting Sept. 30. Mr. Wilson has been with WIND since 1943, when he started as an assistant to Pat Flanagan. When Mr. Flanagan retired from radio because of poor health, Mr. Wilson took over the Chicago Cubs broadcasts which are aired exclusively over WIND. Show will be heard 2-4 p.m. (CDT) with quarter-hour segments sold outright to sponsors on the basis of $252 for time and talent.

An All-Time Favorite

I DON'T WANT TO SET THE WORLD ON FIRE

Published by
CHERIO MUSIC PUBLISHERS, INC.

Performance Rights Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

new 1946
MICHELSON
porto-playback

FOR 16 INCH TRANSCRIPTION RECORDS

IMMEDIATE DELIVERY

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1946 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8½" wide.

SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.

PRICE: $125. Net F. O. B. New York.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS

CHARLES MICHELSON, inc.

PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 West 44th St., New York 18 **Phone: MUrray Hill 2-3376**

IN EASTERN NORTH CAROLINA THE DIALS STAY TUNED TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

1,225,451 Receivers Produced In June

Census Bureau Figures Are Lower Than CPA

RADIO set production in June totaled 1,225,451 units, with shipments amounting to 1,305,670 sets valued at $37,061,470, according to Census Bureau figures made public last week.

Earlier figures announced by Civilian Production Administration placed June output at 1,378,000 sets, with 1,300,000 produced in July [BROADCASTING, Sept. 2]. Radio Manufacturers Assn. estimated 1,052,597 sets produced in June by its members, and 1,061,853 in July [BROADCASTING, Aug. 26].

The Census data show June production consisted of 764,486 home sets (except battery) of which 143,867 were AM table models under $12.50 factory value and 602,762 were AM and AM-FM sets over $12.50. Console models, both AM and AM-FM in all prices, totaled 17,857.

Among the 286,423 battery sets were 5,217 table models valued under $15; 88,359 valued over $15; 72,471 3-way AC-DC portable battery sets; 26,120 "all other" battery sets and 94,256 auto radios.

In radio-phonograph combinations, totaling 174,542, 13,820 were AM table models under $30 and 103,265 were AM and all other models above $30; 50,372 AM console models and 7,085 all other.

Of 939,028 home radios (except battery) and combinations made in June, 912,679 were straight AM and 26,349 all other.

AFRA Nominations

LOCAL NOMINEES of Los Angeles AFRA were named last week including 17 for key positions and 39 others on board of directors. Additional nominees may be named until Sept. 25, with ballots to be mailed in October and final results announced about Nov. 1. Those nominated include: Frank Barton and Carlton KaDell, president; Griff Barnett and True Boardman, first vice president; Ken Carpenter (national president), Knox Manning and Ona Munson, second vice president; John Hiestan, Lurene Tuttle and Ed Marr, fourth vice president; Stanley Farrar and Earle Ross, treasurer; Paul McVey and Eric Snowden, recording secretary. Total of 39 nominees has been named for 11 posts on board of directors. Breakdown calls for representation of six actors, four announcers, one singer and one sound effects man.

Reports Increase

A 5% INCREASE of net billings for the eight months ended Aug. 31, 1946, plus net firm business booked for the balance of 1946, over similar figures for a year ago, was reported by ABC last week.

SPONSORS

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Oct. 1 starts Knox Manning's "Front Page Features" on 10 CBS western stations Tues.-Thurs.-Sat. 4-4:15 p.m. (PST). Contract is for 26 weeks. Agency is J. Walter Thompson Co., San Francisco. Bruce Floor Cleaner Co., Chicago, sponsors Mon.-Wed.-Fri. segments of program through Christiansen Adv., Chicago.

ROBERT L. ERZINGER has been appointed advertising assistant of Fisher Flouring Mills Co., Seattle.

ABERLE Inc., Philadelphia (manufacturer of women's stockings), has appointed M. H. Hackett Co., New York, to handle its advertising. Media plans are in formulative stage.

DEL E. WEBB PRODUCTS Co., Los Angeles (metal products), has appointed Frank Oxarart Co., Los Angeles, to handle advertising. Radio will be used.

HELMS BAKERIES, Los Angeles (home delivery service), Sept. 14 started using a total of 93 transcribed announcements weekly on nine Southern California stations. List includes KFI KECA KNX KHJ KFWB KFOX KIEV KMPC. Contracts are for 26 weeks. Agency is Dana Jones Co., Los Angeles.

WACO PRODUCTS Co., Hartford, Conn. (household electrical specialties), has appointed Wilson, Haight & Welch, Hartford, as advertising counsel.

ANGLOPHONE RECORDINGS, New York, has appointed Schacter, Fain & Lent, New York, to handle domestic and foreign advertising on Anglophone Basic English Course on Records. Radio will be used in Central and South America beginning in October when six Latin American business firms will sponsor the "Let's Learn Basic English" series on 13 stations.

SMITH Bros., Poughkeepsie, N. Y. (cough drops), has renewed spot announcement campaign on 30 Canadian stations on schedules varying from three to five days weekly. Agency is Harry E. Foster Agencies, Toronto.

BULOVA WATCH Co., Toronto, has expanded its time signal announcements and now is using 52 Canadian stations on schedules varying from four to eight announcements daily. Agency is MacLaren Adv., Toronto.

DON JUAN (Canada) Ltd., Toronto (cosmetics), has appointed Grant Adv. of Canada, Toronto, as advertising agency effective Nov. 1.

KELLOGG Co. of Canada, London, Ont. (Kellogg's All-Wheat), has added five Canadian stations to transcribed program "Superman," now being carried on 10 Canadian stations. Agency is J. Walter Thompson Co., Toronto.

THE PERFEX Co., Omaha (household cleanser), has started daily participation in the Ann Leslie program, "Mary Ann Presents," on WINS Milwaukee, placing through Buchanan-Thomas Adv., Omaha.

MAPLE LEAF MILLING Co., Toronto, (flour and cereals), Oct. 14 starts three transcribed programs on a large list of Canadian stations coast-to-coast. Agency is Cockfield Brown & Co., Toronto.

LAURA SECORD CANDY SHOPS, Toronto, Sept. 23 starts Rex Battle, pianist, on seven eastern Canadian stations. Agency is Cockfield Brown & Co., Toronto.

WARTIME PRICES AND TRADE BOARD, Ottawa, (new ration books) is using spot announcement campaign on most Canadian stations in connection with distribution of Canadian Ration Book 6. Agency is Reynolds Adv., Toronto.

GENERAL DRY BATTERIES, Toronto, has started thrice weekly sportscasts with Foster Hewitt on a number of stations throughout Canada. Agency is McKim Adv., Toronto.

BILTMORE HATS, Toronto, Oct. 1 starts thrice weekly flash announcements on 20 Canadian stations. Agency is McKim Adv., Toronto.

PURITY FLOUR MILLS, Toronto (Hovis division), has started flash announcement campaign on four Canadian major markets stations. Agency is McKim Adv., Toronto.

O'ROURKE OF CALIFORNIA, San Francisco (Castle hats), has appointed Garfield & Guild, San Francisco, as agency. Radio advertising is in planning stage.

COCA-COLA BOTTLING Co., Memphis, has signed for sponsorship of exclusive broadcasts on WHHM Memphis of local high school and college football games.

POLITICAL SPOTS

One-Minute Speech Plan Adopted by GOP

ONE-MINUTE political campaign talks three or four times a day, six days a week, is an idea devised by Murray L. Goldsborough, salesman of WFMD Frederick, Md., and Col. D. John Markey, Republican nominee for United States senator from Maryland.

Adoption of the plan for all Republican candidates was announced last week by Edward T. Ingle, director of the Radio Division of the Republican National Committee, who said one-minute talks are now scheduled in many parts of the country.

Colonel Markey said, "People want to know what candidates offer but they have no patience with a lot of 'whereases' and 'in conclusion let me say' stuff and I do not blame them. These one-minute speeches are the answer—let me tell where I stand without a lot of trimming, state my case, and get out of the way." Colonel Markey's speeches now go out from stations in Baltimore, Salisbury and Hagerstown as well as Frederick. WFMD pointed out that by transcribing the short talks, candidates can save time.

NETWORK ACCOUNTS

New Business

BRITISH AMERICAN OIL Co., Toronto (oil and gasoline), Sept. 26 starts to June 26, 1947, "L'Equipe aux Quatre Ventes" on six CBC French network stations, Thurs. 8:30-9 p.m. Agency is Spitzer & Mills, Toronto.

Net Renewals

T. H. ESTABROOKS Co., St. John, N. B. (Red Rose tea), Oct. 10 renews to April 3, 1947, "L'Theatre de Chez Nous" on seven CBC French network stations, Thurs. 7:30-8 p.m. Agency: McConnell Eastman & Co., London, Ont.

LEVER BROS., Toronto (Pepsodent), Sept. 23 renews for a year "Un Homme et Son Peche" on nine CBC French network stations, Mon. through Fri. 7-7:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

Net Changes

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere products), Sept. 3 changed "Theatre of Romance" to "Mel Blanc Show" on 30 Dominion network stations, Tues. 8:30-8:55 p.m. Agency: Spitzer & Mills, Toronto.

ROBIN HOOD FLOUR MILLS, Toronto, Sept. 5 added CKCH and CHGB for a total of 10 CBC French network stations to its program, "Les Talents de Chez Nous," Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

Now! Make Your Own Duplicate Recordings

PRESTO
300-A
RE-RECORDER

Illustration shows the PRESTO 300-A Re-Recorder on the popular PRESTO Model K Recorder. It can also be used on the PRESTO Model Y Recorder and can be adapted for use on both PRESTO 6-N and 8-N Recording Turntables.

YOU'LL FIND dozens of ways to multiply the usefulness of your PRESTO recording equipment when you have a 300-A Re-Recorder to go with it.

You can build a valuable reference file of duplicate recordings... make extra records for artists' personal use... duplicate, and at the same time *edit* recordings of special events to combine the high spots for final recording.

The 300-A costs much less than a second turntable, usually used to duplicate recordings. And it has two important advantages:

1. The rotation of the recording and playing turntables is locked together so that playing time and pitch are identical.
2. The tables may be stopped and started during the re-recording since variations in speed occur simultaneously in both turntables.

You can get prompt delivery of PRESTO 300-A through your local electronic equipment distributors.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT

★

Attention Broadcasters

Here's the Perfect Gift for Your Clientele

The New

KEY-CHAIN-PENCIL

PERFECT FOR: Every Motorist, Every Woman

★

Are you puzzling over a suitable, tasteful, expensive-looking gift this year? Here's the answer. Beautiful, tiny, collapsible mechanical pencil . . . **with key chain.** Ultra smart . . . a gift as new as tomorrow. Almost jewel-like in appearance. All-metal, genuine leather covered, an unbelievable value at $1.00 each. Advertisement looks beautiful in Gold on leather. Choice of colors to suit business.

Ask for Quantity Discount

If you will give gifts in quantities of 50 or more, it will pay you to investigate. We have other remembrance gifts, too.

MAIL TODAY FOR SAMPLE
FLEETWING GIFTS, Dept. G
53 E. 10 Street, New York 3, N. Y.
I enclose $1.00 for sample KEY-CHAIN-PENCIL. Also rush quantity discount on this and other items with advertisement.

Name.....

Address.....

.....

TECHNICAL

LAMAR A. NEWCOMB, released from the Navy as lieutenant in radio and radar research and 1942-43 with the with the FCC as investigator of enemy radio stations in the Caribbean, has been appointed chief engineer of WARL Arlington, Va., new station owned by Northern Virginia Broadcasters. He is supervising installation of station's transmitter tower and completion of engineering details at WARL studios. He has been in radio since 1927.

BILL MORGAN, released from the Army as first lieutenant, has joined WCSC Charleston, S. C., as control operator.

ROBERT R. WELSH, manager, Aviation Engineering Section, RCA Engineering Products Dept., is in London for Provisional International Civil Aviation Organization conference Sept. 9-30.

ALLEN B. DuMONT Labs., Passaic, N. J., has instituted a series of courses for the instruction of its franchised dealers. Series covers installation and servicing of television sets, analysis of circuits, high frequencies etc.

NORMAN SLOANE, separated from Navy as lieutenant, has joined ABC Western Division traffic department Hollywood, as program transmission operator.

DeWAYNE MORRELL, engineer at KFRE Fresno, Calif., is the father of a boy, Gary Wayne.

JOHN HOGAN, Navy veteran now at WRC Washington as studio engineer, has been elected chairman of the Washington chapter of NABET. He succeeds **WILBUR L. SIMONS,** who has joined NBC television in New York. **EDWARD W. McGINLEY,** NBC Washington recording engineer, has been acting chairman.

L. L. CAUDLE, chief engineer of WSOC Charlotte, N. C., is the father of a girl, Carolyn.

NEW NOISE SUPPRESSOR demonstrated by H. H. Scott, president of Technology Instrument Co., Waltham, Mass., in studios of WEEI Boston (BROADCASTING, Aug. 12). Station will install suppressor in October when shipments begin.

Video Theory

AFTER studying various methods of color television, Harry R. Lubcke, director of television for Don Lee Broadcasting System, Hollywood, has come up with his own "beer bottle" theory of video. Says Mr. Lubcke: "If you looked at the sun through a brown bottle you'd see a brown sun and much similarly a green bottle would disclose a green sun." If this is done in rotation fast enough—electronically (180 times per second), he contends illusion of an image in three colors is possible. He aims to achieve this by scanning across image line by line, left to right and dot by dot, through stationary filter (beer bottle that is).

UNITED STATES TELEVISION MFG. Corp., New York, has developed a universal antenna for television and FM based on patent application assigned to the firm by **DR. FREDERICK I. KOLSTER,** radio and television consultant. Device is based on patent application filed by the Navy on behalf of Dr. Kolster for use on aircraft and naval vessels where space is at a premium and yet a variety of short wave, ultra high and very high frequency transmitters must be employed. While the Navy retains royalty-free rights for its own and Government use, commercial rights are held by U. S. Television Antenna will cover all commercial wave lengths desired.

HAL LeLAND, formerly of KPRO Riverside and KFXM San Bernardino, has joined KCMJ Palm Springs, Calif., as engineer-announcer.

Schools To Buy

EXPANDED school purchases of radio equipment are foreseen by the Dept. of Commerce on the basis of the "greatest educational boom that this country has ever witnessed." With schools conceivably spending 4 billion dollars for all purposes to support 26,000,000 enrolled pupils, purchase will reach an all-time record, according to an article in the September issue of *Domestic Commerce*. The article points out that 18 states have detailed plans for coordinated educational radio broadcasts and 11 other states have well advanced plans which will enlarge school purchases of radio equipment. The next two years, it is stated, should see a definite improvement in the radio equipment of almost every school in America. Release of war surplus equipment is expected to aid educational projects.

ABBOTT LUTZ, released from the Navy, has been placed in charge of the promotion department of WSAP Portsmouth, Va.

Bliley BRUSH PRESTO Bogen NATIONAL ALTEC LANSING CORPORATION HARVEY

"NAME" BRANDS

Presto Altec Lansing . Brush Daven . National . . Bogen — they're big "name" brands and you'll find them here at Harvey, a steady source of supply for broadcast stations since 1928. We have practically everything here a station needs except the talent and the announcer. And we've backed our fine stocks up with an equally fine shipping service. Orders are filled as rapidly as possible, and are packed to reach you in first-class condition. Our prices are right, too. All in all, it pays to do business with Harvey

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THE NATION'S MOST MERCHANDISE-ABLE STATION

For VERSATILITY..
(ENTIRELY SUITABLE FOR FM INSTALLATIONS)
For PERFORMANCE..

The GATES "5M" SYSTEM

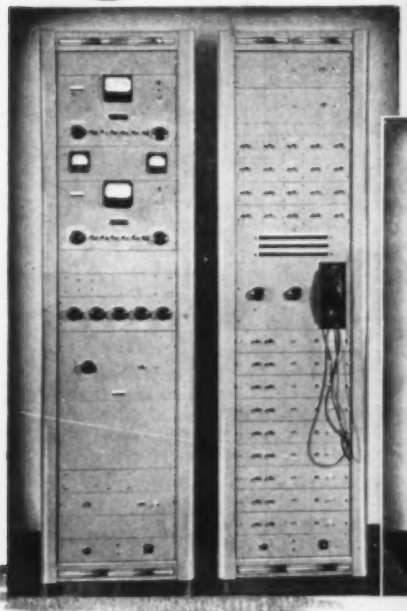
NEW SPEECH INPUT EQUIPMENT..

The 5M CONTROL CONSOLE

The latest contribution by GATES engineers to Station versatility and high performance in speech input procedure, is the New GATES "5M" System, here shown for the first time.

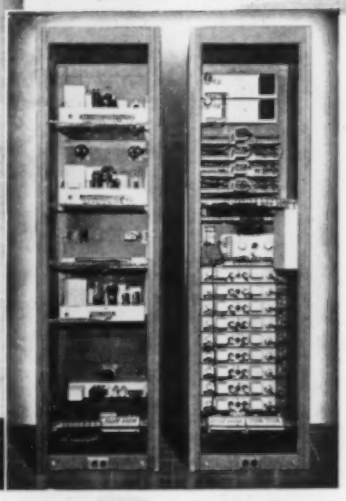
Consisting of the redesigned 5M Control Console for split-second adaptability and newly streamlined for eye appeal, and two Gates engineered Equipment Racks as shown, the 5M System is the ONE adaptable equipment to install for Station technique and showmanship.

THE 5M EQUIPMENT RACKS



(FRONT VIEW)

(REAR VIEW)



FOR THE MEDIUM AND LARGE SIZE STATION

The GATES 5M System fits the requirements of the medium and large sized broadcasting station.

The overall frequency response for either the program or monitoring circuits is entirely suitable for FM installations, as the response is essentially flat from 30 to 15,000 Cycles. Many combinations of circuits may be set up by means of the switches and the patch panel on the Equipment Racks, and are then controlled by the mixers and switches on the front of the Control Console. The equipment, as shown here, provides 2 program amplifiers, a loud speaker Control Panel, monitoring amplifier, switch provision for selecting 25 remote lines, talkback to any of the remote lines, 9 preamplifiers, power supply for preamplifiers, and switch and fuse panels for controlling power to each Rack. Terminations at the bottom rear of each Cabinet may be connected to provide practically any permanent arrangement necessary.

Write for detailed specifications

NEW YORK OFFICE:
9th Floor
40 Exchange Place

GATES
RADIO CO.
QUINCY, ILL.

SOLD IN CANADA by:
Canadian
Marconi Co., Ltd.
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EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT.... SINCE 1922

Transwived

USING tools of trade, two staff members of KWKW Pasadena concocted novel way of announcing their intentions to marry. Crowell Bech, station disc m.c., and Craig Wilkins, singer, cut transcription and played back over talk-back during staff meeting. In that way entire station staff was informed simultaneously, they reasoned.

WDUK Reorganizes

ASSIGNMENT of license of WDUK Durham, N. C., from a partnership to a corporation composed of its three equal owners, was requested in an application tendered to FCC last week. S. H. Campbell, stockholder in WSPB Sarasota, Fla., and WJHL Johnson City, Tenn., is president of newly organized firm, WDUK Inc.; W. H. Lancaster Jr., vice president and W. W. Couch Jr., secretary-treasurer. All would control 1,667 shares of common stock, or 33 1/3%. Avco rule is not involved.

21.6% OF VIRGINIA'S BUILDING SUPPLIES ARE SOLD TO WDBJ LISTENERS

The people in Roanoke and WDBJ's portion of Southwest Virginia buy over one-fifth of the building supplies sold in the entire State of Virginia (Sales Management, 1945). Every new home has to be furnished from top to bottom—with radios, refrigerators, kitchen units and everything else. What do *you* want to sell in Southwest Virginia?

You need only one station—WDBJ—to reach *most* of the 148,000 radio homes here in this area. We'd be happy to send you full information—or just call Free & Peters.

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

COMMERCIAL

FRED C. WEINGARTH, formerly with the International Broadcast Division of the State Dept., has been named commercial manager of KVSM San Mateo, Calif.

JACK LUCAS, former Navy instructor, has been appointed station accountant of WCCO Minneapolis. During the war **PHILO BROWN** and **MARY DOUGHERTY** assumed added duties in supervision of that department. Mr. Brown resumes as chief of the maintenance department.

KJSB Jamestown, N. D., has appointed Adam J. Young Jr. Inc. as national representative.

HORACE FITZPATRICK, commercial manager of WSLS Roanoke, Va., has been appointed business manager of the station in addition to his present duties. **BILL SAUNDERS**, station announcer, has been appointed traffic director. He will continue to direct the "Young Roanoke Sings" chorus and other musical shows.

Mr. Fitzpatrick

PAUL H. RAYMER Co., Detroit, has moved to new quarters at 1624 Penobscot Bldg., Telephone is Cherry 0764.

WALTER HOLOHAN, member of the local sales staff of WENR Chicago, has transferred to the ABC Central Division network sales staff.

AL J. MADDEN, separated from AAF as captain, has joined CBS Hollywood as account executive.

KIRK TORNEY, sales manager of KGO San Francisco, received third degree burns on the body, legs and left arm when an oil can exploded while he was burning trash at his San Carlos, Calif. home. He is in Mills Hospital, San Mateo, for two weeks.

WLBR Lebanon, Pa., currently under construction to go on the air Oct. 15, has appointed Radio Advertising Co., New York, as national sales representative. Station is owned by Lebanon Broadcasting Co., with Julian F. Skinnell as manager of programs and operations. It will operate on 1270 kc with 1000 w daytime.

TOM HAMILTON, formerly with NBC Spot Sales Division, has joined ABC's eastern network sales department. Before his association with NBC, Mr. Hamilton was in the spot sales divisions of WOR and WNEW New York.

AVIATION-MINDED Charlie Compton (front, left) of the Chicago office of Radio Sales, CBS spot sales division, flew his own plane and James Shelby (far left), director of the Standard Oil Co. of Indiana radio operation with McCann-Erickson, to oil company's promoted aviation meeting in St. Paul. Greeting them were H. C. Peterson, Standard Oil's aviation representative (second from right) and Charles Banning, advertising manager for the company in Minneapolis district. Ship is a former Army AT-6 trainer

Hospital Survey

NINETY-SIX per cent of the patients in service hospitals listen to radio, according to an official report from the War Dept. Requested by the Surgeon General the report showed that 89% of the nation's military hospital patients listen at least three hours a day and some as much as eight hours. Preference is for sweet music with sports and news broadcasts, variety and comedy shows running in that order. Daytime serials were last choice. Armed Forces Radio Service headquarters in Hollywood said four-channel internal broadcasting systems are now being installed in many hospitals.

CBC Farm Meet

FARM COMMENTATORS of the Canadian Broadcasting Corp. assembled from all parts of Canada at Toronto for their annual conference Sept. 15-17. Problems of farm broadcasts for the coming months were discussed. Attending were Fergus Mutrie, CBC farm broadcast supervisor, Toronto; A. R. Kemp, Ron Fraser and Jack McPherson, all of Toronto; Armand Berube and Lamont Tilden, Montreal; Bob Graham and Keith Morrow, Halifax; Peter B. Whittal and Bob Knowles, Winnipeg; Tom Leach, Vancouver.

Offer British Time

AIR TIME for British advertisers will be available on Radio Luxembourg, 200 kw commercial station, when that station starts sponsored programs on Sept. 29, according to London reports. Arrangements have been completed, the reports said, whereby air time credit has been established in London between Radio Luxembourg and Wireless Publicity Ltd. Government opposition to sponsored radio continues.

LONDON LETTER . . . By WILLIAM PINGREY

Five Leave at BBC in Protest Against Red Tape and Low Pay

FIVE officials of the BBC resigned last week and a number of others threatened to leave unless red tape is removed.

Those who quit were: Christopher Salmon, assistant director of talks; Hilton Brown, a producer; Ian Cox, producer of *Science Survey;* and Godfrey James and David Bryson, both in charge of BBC discussions. They gave as their reasons too much interference from executive officers, lack of prospects for young men and low salaries.

A BBC spokesman said "this is not a concerted action. The officials have resigned for a number of different reasons and we have no reason to believe other producers are about to go."

* * *

The BBC blushed all colors last week over the report of one of its listener survey field workers. He asked a farmer in Llwchwr, Wales, what programs he liked. The farmer declared that he had never heard of the BBC, nor of radio. Disbelieving, the interviewer went to the farmer's wife, who confirmed that she also had never heard of the BBC.

* * *

Jonah Barrington, radio columnist for the *Sunday Chronicle*, recently installed a new, postwar television set with a nine-inch screen in his home. Here were his opinions of one week of listening and seeing:

"Programs are wonderful, mediocre, dreadful. At one moment we are blanching at the agonized contortions of all-in wrestlers, the next we're yawning at some dissertation about prehistoric jawbones, the next we're thrilling to some brilliant camera work in a new Priestley play."

* * *

British radio manufacturers have set Oct. 1, 1947 as the date of a 10-day radio exhibition, resuming the prewar annual public demonstration of new equipment. "No one can foretell what developments may come about in the next 12 months," one manufacturer said, "but you can count on it that the principal motif will be vision."

* * *

At the end of the summer recess, members of Parliament will ask that the radio license fee—recently raised from 10 shillings to one pound ($4)—be left at the former figure for battery-operated sets in rural areas. They will argue that listeners in districts with no electricity are unfairly penalized by the high cost of batteries.

* * *

BBC's much-postponed highbrow "Program C" hit another snag last week when Moscow Radio announced that the Russians planned to use the same wavelength—514 meters.

Under a 1933 international agreement this wavelength was alloted to Latvia, which was absorbed by Russia during the war. Now, said Moscow Radio, Soviet Latvia intends to resume use of this band and the station will be powerful enough to cover all Europe. For years BBC has been using this wavelength. With plans to start the new program on Sept. 29, the BBC said it would investigate.

ABC SENT camera crew to shoot Hopeful Stakes at Saratoga, N. Y., for televising on ABC's five video outlets. Sponsor is Berkray Corp., New York, (men's sports jackets). Boarding chartered plane for Saratoga were (l to r): Mrs. M. S. Berk; M. S. Berk, Berkray Corp. president; Jack Levenson, friend of the Berks; Henry Bach, president of Henry Bach Assoc., agency for Berkray; Mrs. Bach; Mrs. Carl Bristel; Carl Bristel, Berkray public relations director.

Bowles for Governor

CHESTER BOWLES, former OPA Administrator and Economic Stabilization Director, who began public life in the agency business, will be candidate for Governor of Connecticut on the Democratic ticket, he announced Tuesday at Essex, Conn. The Democratic State Convention meets Sept. 16-17 to select a candidate. Mr. Bowles, a former partner of William B. Benton, Assistant Secretary of State for Public Affairs, in Benton & Bowles, New York, will be opposed by Lt. Gov. Wilbert Show for the Democrate nomination.

Now It's Definite

OPA has finally discovered that television receivers are radio sets. Last week OPA removed from price control "television receiving sets in combination with radio sets." Last spring OPA decontrolled television receivers "not in combination sets." The confusion in description had been pointed out at the time the original order was issued. For the benefit of those who came in late, it is now possible to state positively that television receivers are decontrolled.

WE-UNS SHORE AIN'T GOT NO HARDSHELL (Ky.)!

Mebbe we're sorta soft-hearted, but when you buy WAVE, we don't ask you to pay for no Hardshell (Ky.), or such-like coverage. Nosir, Stranger, we just wouldn't feel like taking your money. We don't believe a man can sell much stuff in towns like that there, so we just con-sin-trate on the Louisville Trading Area (which does more business than *all the rest of Kentucky*). Programming for that Area, we naturally do a better job for it, too. Aw, shucks. Whyn't we quit talking? — Most of you advertisers know the story, anyway!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Facts about the 31 counties composing the **RICH**

WEST TEXAS MARKET

Served by

KRBC ABILENE **KBST** BIG SPRING

and

KGKL SAN ANGELO

118,630 Families
76.5% Radios
with
92,280
Radio Families

Represented by

JOHN E. PEARSON CO.

WCAP Asbury Park Is Upheld In Three-Way Renewal Dispute

AFTER another look at the entangled WTNJ-WCAM-WCAP renewal and modification of license case, FCC announced last week that the 11-month-old proposed decision on the applications of the three time-sharing New Jersey stations still stands.

In a supplemental proposed decision released Tuesday, the Commission reiterated its proposal to (1) deny WTNJ Trenton's applications for license renewal and fulltime use of the 1310 frequency now shared by all three; (2) deny without prejudice WCAM Camden's requests for renewal and authority to share time with WCAP Asbury Park only; (3) grant WCAP's application for renewal and dismiss without prejudice its request to share time with WCAM only.

The supplemental proposed decision followed further hearings last April to receive additional evidence regarding specific phases of the WTNJ and WCAM applications. This evidence, FCC concluded, "reinforces the findings and conclusions" of the proposed decision [BROADCASTING, Oct. 22].

There was, however, at least one change in the supplemental decision. Referring to a contract by which WCAM allegedly allots 25 of its 29½ weekly hours to Mack Radio Sales, the first proposed decision said denial of the WCAM applications should be without prejudice to the filing of a new application to share time with WCAP on 1310 kc provided the City of Camden, owner of WCAM, is shown to have full use and control of the station and that no further effect be given to the agreements "here declared to be illegal." In the supplemental proposed decision the without-prejudice clause is the same except that it refers to the contract as "here declared to be contrary to the public interest."

The three stations' renewal applications were designated in 1940 for hearing because the licensees failed to agree on a division of time. Applications for modifications of license were later consolidated with the renewal applications; WCAM and WCAP asked permission to divide WTNJ's time between them, and WTNJ asked for fulltime use of 1310 kc and assignment of 1260 kc to WCAM and WCAP. Hearings were held in October and November 1941 and further hearings in January and February 1943.

April Hearing

Last April's further hearing on WTNJ's application related to a trust agreement presented to clarify apparent conflict regarding the extent of interest of Franklin J. Wolff, WTNJ general manager and one-third owner, in Monument Pottery Co. In its first proposed decision FCC said the record showed Mr. Wolff, entrusted with management of the station, "has engaged in conduct which demonstrates his inability satisfactorily to administer a license" and that the licensee "lacks the necessary qualifications" to discharge its obligations. The supplemental proposed decision left the earlier conclusions "unaltered."

The April hearing regarding WCAM related to Mack Radio Sales' request to show that changes in WCAM supervisory personnel since 1941, when the record in the case was closed, had made conclusions expressed in FCC's proposed decision untenable. Mack Radio, which under a 1938 contract may buy all WCAM commercial time, argued that on several occasions had refused programs offered.

The supplemental proposed decision noted, however, that Mack Radio sometimes appealed to higher city officials to secure reversals of station officials' rulings. Although the City of Camden starting in 1944 "made determined efforts to inaugurate a new regime" regarding its control over the station, FCC said, "its efforts were systematically frustrated by (Mack Radio's) determination to relinquish none of its prerogatives under the 1938 agreement."

When the City attempted to enter into a new contract after the first proposed decision was issued, the Commission said, negotiations finally broke down "and no commitment from Mack Radio Sales on any point was obtained." The decision also pointed out that Aaron Heine, owner of Mack Radio, testified that the company initiated contempt proceedings against WCAM to vindicate Mack Radio's immunity from the station's discretionary rejections of proposed programs. Further, FCC said, Mack Radio officials "frankly indicated . . . that they have no knowledge of or interest in WCAM's program structure."

News

JOHN DALY, CBS newscaster who on Sept. 13 completed two years of reporting on the network's 11 p.m. news period, Sept. 14 left by plane for a European tour that will take him to England, France and Germany. Mr. Daly's trip will be a combination business and pleasure trip, during which he will gather material for future broadcasts. He will return Oct. 16 on the Queen Elizabeth's maiden voyage as a civilian liner and will broadcast from shipboard enroute to the U. S.

DINTY DENNIS, sportscaster of WQAM Miami, Fla., has been appointed by Basil O'Connor to the National Foundation for Infantile Paralysis. A member of the local Dade County chapter, Mr. Dennis received the honor for his radio promotion of polio projects.

BILL HUGHES, former news announcer at CKWX Vancouver, has joined CKNW New Westminster, B. C., as special newscaster.

ROBERT TRUERE, former sports announcer for WCSC Charleston, S. C., is now head of the station's new department. He is succeeded on sports staff by **WAYNE POUCHER**.

A. B. CHRISTENSEN has been made an accredited correspondent at the Food and Agricultural Organization Conference in Copenhagen, Denmark, and will report exclusively for WNAX Yankton, S. D. His reports will be shortwaved direct to WNAX for rebroadcast on "Farm Forum," weekly program. Other material will be handled by cable.

FRANCES BUTT of the KGO San Francisco news staff has been married to Karl Krauss.

MAURICE P. OWENS, program director and sportscaster of WROK Rockford, Ill., has been signed to handle vocal descriptions for Wednesday night telecasts of professional wrestling on WBKB, Balaban & Katz Chicago video outlet.

WICK EVANS, news director of WTMV East St. Louis, Ill., is the father of a boy.

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON

CBS Affiliate

LEWIS H. AVERY, Inc., Nat'l. Rep.

Laube, Without Honor in U. S., Takes His Smellovision Home

By EDWIN H. JAMES

SOMEWHERE in Switzerland last week sensitive Swiss noses may have noticed unhappily an intrusion of synthetic and not wholly pleasant smells in the otherwise sweet-scented air for which the country of meadowed mountains is famous.

Hans Laube, an engineer who claims to have invented a device to transmit (and unfortunately receive) smells by television, had returned to Switzerland after an apparently fruitless effort to introduce his discovery to America. He had taken his machines with him, to the inevitable besmirchment of Swiss edelweiss and dewy grassland.

It was presumed that Mr. Laube hoped to engender in his homeland a more abundant interest for his invention than that which he managed to arouse during several years of aggressive, if somewhat aimless, demonstrations in the United States. Last week BROADCASTING could find no television expert who had observed Mr. Laube's machine at work.

Ill Advised?

It seemed that Mr. Laube had been ill-advised about his selection of audiences to view his invention. As an official of the large New York laboratories in which Mr. Laube rented space put it: "He kept giving demonstrations of the thing, but I don't think anybody who had anything to do with television saw them. I guess mostly he showed it to characters from the press."

One of the representatives, if not characters, of the press who sat through a Smellovision demonstration was a BROADCASTING correspondent.

Mr. Laube's demonstration device consisted of a 16 mm motion picture projector focused on a screen in a large cabinet which was, as Mr. Laube described it, a "receiver." The system seemed to be a laboratory modification of the kind used to project smells, an unnecessary superimposition, with motion pictures at the New York World's Fair. But Mr. Laube insisted that it was adaptable to television. "The electronics do it," he kept saying with more enthusiasm than explanation.

"Now," said Mr. Laube, "we have the smells."

The inventor's motion pictures first showed a rose, clutched passionately to the attractive nose of a photogenic girl model. At once the smell of roses came out of the machine, abruptly disappearing when the next picture sequence changed to one of the same model atomizing herself with perfume. In synchronization, the odor of a perfume, whose brand was undetectable, emerged.

"Is not beautiful?" Mr. Laube asked, breathing hard.

Comment from our correspondent seemed superfluous.

"But wait," said Mr. Laube, restraining our man, "there is more."

In truth, there was; pictures of lumber mills and the smell of freshly cut wood, pictures of a meat market and the smell of sausages, pictures of lilies and the smell of them, and many more. By that time groggy, the correspondent rushed for air when pictures of a circus appeared upon the screen to the unavoidable accompaniment of typical menagerie smells.

The reaction of BROADCASTING's man apparently was not exclusive. Last week, the laboratory official said: "I guess Laube got discouraged. Anyway he packed up and went home, and he took his junk with him."

The traditionally hospitable Swiss would probably welcome him with open arms, if not with open noses.

NAB on ESCC

BROADCASTING industry will be represented in the newly organized National Commission for Educational, Scientific & Cultural Cooperation by Justin Miller, NAB president. NAB is one of 50 national organizations invited by William Benton, Assistant Secretary of State, to participate in the group which will advise the department on matters relating to education, science and culture.

Amphibious Pig

WHEN VICE ADMIRAL W. H. P. Blandy suddenly revealed Bikini Pig 311 to be a lady and chivalrously defended the truth of her swimming escape from the Able Test explosion, he only confirmed the experience of WOW Omaha, which made exhaustive tests on its own pig and a special broadcast of the event. Launched from a life raft which served as observation and communications ship, the WOW pig not only could swim all day, but liked it so well he refused to come out of the water. Harold Storm Jr., 14-year-old son of the station's publicity director, finally retrieved the aquatic porker after a 100-yard free-style race. The pig scratched itself with its hooves on first being launched, but soon swam harmlessly, disproving the farmers' old contention that any pig will fatally lacerate itself in the water. Mal Hansen, WOW farm director, was in charge of the broadcast.

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Continuous broadcasting service in the period ahead will depend largely on the safety of your tower—if it is down, you are off the air.

Complex, high-frequency array structures . . . dual and triple-purpose antenna towers . . . are problems where the added safety of IDECO triangular-section design is important.

The 100% safety record of IDECO Triangular Towers is due to the basic rigidity of triangular construction. Wind resistance and maximum load are reduced as much as 20% . . . distortion with resulting secondary stresses is avoided, regardless of wind direction.

IDECO experience in the construction of antenna towers of all types, including structures for Army and Navy radar service, is available for the solution of your problems. IDECO Towers can be ordered from any of the principal manufacturers of broadcasting equipment or can be supplied direct. Write for descriptive bulletin RT-16.

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ONE OF THE DRESSER INDUSTRIES

. . . they speak for themselves

IN THE BROADCASTING STATIONS throughout the nation, when a live program is recorded for broadcast — when an off-the-air program is recorded for rebroadcast—when recordings are made for clients or for rehearsal and audition purposes — when recordings are made for reference files — in fact when any recording work is done, Audiodiscs are used three to one.

This outstanding preference for Audiodiscs has been recently confirmed by a double-check survey covering 400 radio stations. Approximately half these stations were called upon and reported the actual number of discs used—Audiodiscs and others. The remainder reported by letter stating the proportion of Audiodiscs used to all other makes. In the first group the Audiodisc percentage was 81, in the second 78%.

Since first produced, these fine discs have consistently maintained those qualities required in the increasingly important work of radio recording. Thus Audiodiscs have gained their place of eminent leadership in the field of sound reproduction.

Audiodiscs are manufactured in the U.S.A. under Exclusive License from La Societé des Vernis Pyrolac—France.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.

PROGRAMS

GIMBEL BROS., Philadelphia department store, in cooperation with the local Community Chest, is devoting its regular Friday morning quarter-hour Norma Gay program on WIP Philadelphia to campaign against the rise of juvenile delinquency. Titled "Behind Prison Walls," program runs for 13 weeks. Each show presents dramatic interview depicting life in penal institutions along with authentic viewpoints on crime and its prevention.

Back in Playhouse

CONTINENTAL Orchestra of KDYL Salt Lake City has resumed its Sunday night concerts from the KDYL Playhouse following summer season appearances at city's Liberty Park. Latest fishing and hunting tips are featured in new portion of station's 5:15 p.m. newscast sponsored by Fisher Brewing Co., Salt Lake. Recognized authorities prepare information.

Tea With the Friends

DOROTHY AND TED FRIEND, associated with New York theatre as publicist and columnist respectively, are featured couple in Sunday, Tuesday and Thursday afternoon tea program started on KPO San Francisco under sponsorship of Hotel Mark Hopkins.

WBBM Honored

WBBM Chicago Sept. 14 was cited by the National Association for Advancement of Colored People for its series of all-Negro programs, "Democracy U. S. A." (Sat. 3:30-3:45 p.m.). Announcement was made by Henry W. McGee, president of NAACP, who praised the Chicago CBS station for "providing an opportunity for Negro actors and script writers to prove their worth in a fecund, yet heretofore closed field." Program is presented by WBBM in cooperation with the Chicago Defender. Station also announced that starting with the next program all members of the cast will receive AFRA scale for performances. Actors have been donating services.

Breakfast Show

BREAKFAST series started by WKXL Concord, N. H., is titled "Country Breakfast" and features Fred and Roberta Green Wood. Half-hour morning program is aired from the Wood farmhouse in Chichester, N. H.

Community Baseball

LOCAL baseball games between lodges, service clubs and stores are aired weekly by CJBQ Belleville, Ont., to encourage community sports. Program is sponsored.

Veterans Advice

IN COOPERATION with Veterans Advisory Council of Denver, KLZ that city is presenting new series of weekly discussions, "Aid to Veterans." Program is conducted by Mack Switzer.

WHYN Honored

WHYN Holyoke, Mass., has been presented a certificate of honor by the American Legion Auxiliary in recognition of its community service and aid to the organization.

Pickup Comparison

NEW YORK video sports fans had a chance last week to compare the baseball telecasting techniques of the remote crews at WCBW (CBS) and WNBT (NBC) when both stations picked up the crucial series of the Brooklyn Dodgers and the St. Louis Cardinals in the National League pennant race. WCBW carried the full three-game schedule, Thursday, Friday and Saturday. WNBT broadcast only two of the games, Thursday and Saturday, but this station also carried the Wednesday Dodgers game with the Cincinnati Reds and their Sunday contest with the third-place Chicago Cubs. Bob Stanton handled the microphone for WNBT, Bob Edge for WCBW.

Juvenile Block

UTILIZING BLOCK programming, CJOC Lethbridge, Alta., has set aside the hour 5-6 p.m. for juvenile entertainment, airing "Superman," "Men in Scarlet," "Terry and the Pirates" and "Lightnin' Jim" for the fall and winter season.

MENEFEE ORGANIZES NEW PROGRAM FIRM

FORMATION of Public Service Transcriptions Inc., designed to provide individual stations with transcribed programs on current public topics, has been announced by Selden Menefee, executive director. Offices are at 1707 H St., N. W., Washington 6, D. C., telephone, Executive 1635.

Mr. Menefee

Mr. Menefee has just completed 18 months as coordinator and writer of *Our Foreign Policy* program of the NBC *University of the Air*. He is also author of the book, *Assignment: USA*.

Mr. Menefee stated that the scripted programs will be tailored for stations which have neither time nor talent to devote to good public service shows.

In the process of cutting for release soon are: (1) *Uncle Sam Speaks*, round-table discussions of government policy with federal policy makers and members of Congress. National Housing Administrator Wilson Wyatt is on the first transcription; (2) *Issue of the Week*, built around controversial questions with discussions by representative figures. (3) *Science and You*, offering current scientific developments in laymen's terms, produced in cooperation with the National Bureau of Standards. Dr. E. V. Condon, director of the Bureau, is on the first program devoted to atomic energy.

In addition to the above, offered on 13-week basis, the service will do special one-shot programs on current events at scene of incidents.

Relaxes Procedure

NEW "convenience" procedure for obtaining authority to operate aircraft radio telephone equipment was released by FCC last week. Simplified procedure eliminates necessity of a written examination. Applicants may now obtain operating authorizations from Commission field representatives or designated agents by personal appearance requests.

NOW... for on the spot recordings

MODEL No. 55-A IS READY FOR IMMEDIATE SHIPMENT

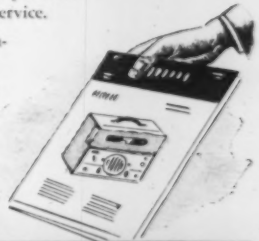
- 11,200 ft. of .004 stainless steel wire on 3¾" spool
- 66 mins. of recording-repeats indefinitely-erases automatically
- Patented Level Winder—no wire trouble
- Timer and automatic shutoff
- Output jack matches into 10 ohm load-automatically disengages speaker
- Welded steel case—weight 30½—size 11" x 8" x 12¾"
- Frequency response—3DB from 200 to 5000 cycles
- 130 watts—115 volts A.C.—Freq. 60 cycles

The RTL Magnetic Wire Recorder is a heavy duty, multi-purpose, compact recorder-reproducer manufactured under license of Armour Research Foundation. Now ready for you, this improved and perfected precision instrument will give a lifetime of service.

- 2-way telephone conversation pickup attachment available.

Delivered complete and ready for operation with desk model microphone.

Accessories Available: Mixer for 4 additional microphones, lapel microphone-headphones—additional spools of wire.



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Oliver Electronics A DIVISION OF THE OLIVER SPECIALTY CO.

38 S. DEARBORN ST.
ROOM 1563
CHICAGO 3, ILLINOIS

Government Radio Harasses Patient

Hospitalized American Gets Overdose Of BBC

By SAM BOAL
N.Y. POST LONDON CORRESPONDENT

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DO YOU remember the story of a British sailor, wounded at Trafalgar, who, informed that his leg would have to be amputated, submitted to the operation. When it was over, the grave doctors told him his other leg would have to be amputated also.

"You should have told me that before, gentlemen," the sailor said quietly, whereupon he untied his tourniquet and bled to death.

I feel a bit that way. When the grave doctors told me that, because of a busted hip, I would have to stay in bed 10 weeks or so, they didn't tell me about the BBC.

Forced to Listen

"Gentlemen, you should have told me about the BBC before I was forced, by reason of being in bed, to listen to the radio hour after hour."

I, therefore, want to warn any Americans who, crazed by singing commercials and the general idiocy of the American radio in the afternoon, that before they rush into state control of radio, maybe they had better listen to a state radio for a while.

In the years I've lived in Britain, I have yet to hear an Englishman defend the BBC. He always complains about it, but in the same hopeless way in which he complains of his weather.

Englishmen aren't morons, yet their radio comedians are.

Englishmen can tell time, yet their program managers can't, so that programs begin and end with wild whimsicality. Englishmen aren't mechanical imbeciles, yet the BBC is always going off the air or fading spookily, and always for reasons, which the announcer says, of "mechanical difficulty."

The Zoo Gnu Chats

It is hard to explain the low idiocy of the comedians. It is hard to explain why, for instance, belching noises are still regarded as funny on the BBC, or why comedians still crack jokes about dogs and telephone poles.

Though the BBC does provide more serious music than the average American station, it also provides an interminable amount of what used to be called "dinner music" as an antidote.

If I ever am forced to listen to "Roses of Picardy" on an organ again, I shall quietly untie my tourniquet.

There is one program called "The Zoo Is Talking to You." It consists of a series of piercing animal cries which are played to you with the dare that you can't identify them. I promptly identified all cries as those of either the aardvark or the gnu. However, because the announcer got his recording mixed up, I was said to be wrong, and I lost interest in following the series.

News Isn't Newsy

Even the news, of which the BBC has always been austerely proud, is open to criticism. The announcer always says, "Here is the news," which, if words mean anything, means, "Here is all the news."

But all of the news is not given and not very often is all of the news on a given subject given. All through the Palestine issue, the official government news invariably referred to the Jewish immigrants as "the illegal immigrants," a small matter, perhaps, but tossing that word "illegal" again and again and again at the radio audience must have had an effect.

No one denies that from the standpoint of the British government the immigrants were "illegal," but from where some of the immigrants stood, the British were the "illegal" ones, a point of view which might have been aired if there were more than one broadcaster available to the English listener.

This is not to say that the American system is the answer. It is to say that government monopoly of radio is not the answer either—whether it is the iron monopoly of broadcasting in Russia, or the benevolent type here in England.

WHAM
ROCHESTER, N. Y.
Your Western New York Salesman
50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC
National Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

FLORENCE WALLACE RESIGNS TO MARRY

FLORENCE WALLACE, general manager of KXA Seattle for 10 years, has resigned to be married to Walter C. Baker of Bozeman, Mont. Rodney McArdle, head of KXA's commercial department, will succeed her, it was announced by W. I. Dumm, president of KXA and Universal Broadcasting Co., San Francisco.

Miss Wallace

Miss Wallace began her radio career in 1926 when she joined KJR Seattle. Later she was with KPCB, now KIRO Seattle. In 1931 she became office manager and continuity head of KXA.

Mr. McArdle, a veteran of Northwest radio circles, has been with KXA since 1941. Mr. Baker, was with the San Francisco and Hollywood offices of NBC prior to his enlistment in the Army in 1941. He served in the CBI theatre and was also connected with the Coast Guard and the Red Cross. Since the war he has been with Montana State College at Bozeman in charge of general maintenance of the college.

Bond Drive

CANADIAN GOVERNMENT, Department of Finance, Ottawa (Canada savings bond campaign), Sept. 30 starts one month campaign on 109 Canadian stations. Campaign will consist of 40 one-minute transcribed dramas, 20 five-minute transcribed dramas, and 25 15-second flashes, stressing personal advantages of regular and systematic saving and other Canada savings bond features. Station help material also is being distributed by the Bank of Canada, government central bank, for the campaign. Five agencies are handling the campaign: Cockfield, Brown & Co., MacLaren Adv., McConnell, Eastman & Co., R. C. Smith & Son, all of Toronto, and Canadian Adv., Montreal.

Guy O. Carrier

GUY O. CARRIER, 29, staff musician at WFEA Manchester, N. H. died Sept. 6 following a long illness.

Hiroshima

(Continued from page 48)

do something about it."

The *New Yorker*, which often has professed a queasy distaste for radio programming, was willing to cooperate when Mr. Saudek assured Bill Shawn, its managing editor, that he thought the production "ought to be done straight." The magazine released the story to ABC at no cost although it had been charging fees for republication rights.

To fit the story into four half-hour readings, Mr. Saudek committed himself to a touchy editing job; over Labor Day weekend he deleted 9,000 words from the original story, so masterfully that Mr. Hersey himself approved the result.

Mr. Hersey's approval was well deserved. His adult story had been given an adult's voice. The eager critics would have to look elsewhere on their dials to find a target.

VIDEO PREMIUM

Bab-O To Test Medium

For Responses

FIRST known attempt to check the responsiveness of the television audience to premium offers, a field in which radio has long held first place, will be made Sept. 19 at 8 p. m. on WABD New York, when B. T. Babbitt Inc. offers a "bond of love" costume pin in exchange for the label from a can of Bab-O cleaner and 25 cents.

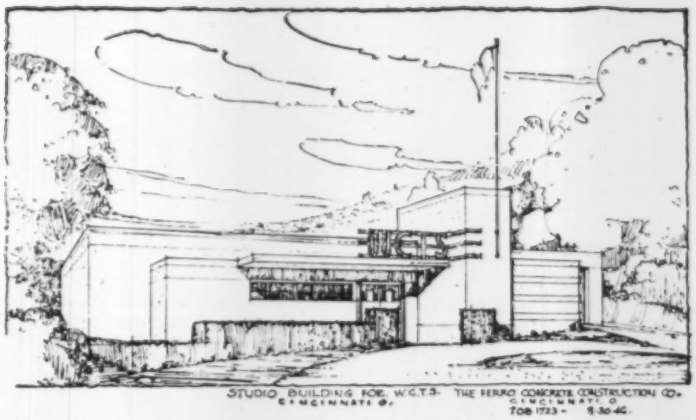
Offer will be made on the ABC *Ladies Be Seated*, video version of the network show, utilizing special techniques developed by Walter Ware, television director of Duane Jones Co., agency for the company. Response of the video audience will be carefully checked against results of the same offer on the same sponsor's daytime serials, *David Harum* and *Lora Lawton*, both NBC.

"The use of television should be ideal for merchandising goods through premium offers," Robert Brenner, advertising director of B. T Babbitt, said. "Our efforts at this time, however, are strictly experimental."

Resumes on CBS

EFFECTIVE Sept. 20 the *Ginny Simms Show*, Fri. 9-9:30 p. m. on CBS sponsored by Borden Co., New York, returns to the air after summer hiatus. Danny Thomas is first of a series of comedy stars to appear on the show. Agency is Young & Rubicam, New York.

COMMDR. DON THOMPSON, radio officer for "Crossroads" and former night program supervisor of NBC West Coast operations, has been released to inactive duty.



NEW FM STATION in Cincinnati, operated by *Cincinnati Times-Star* Co., will be on the air in this plant before Jan. 1, according to Hulbert Taft Jr., WKRC managing director. New Outlet, with call WCTS, is located at Mt. Auburn, Cincinnati, and will operate on 96.9 mc with 15 kw power.

Milestones

EIGHTH anniversary of KXOK St. Louis will be marked Sept. 19 by special evening program presenting a narration of the chronological history of the ABC outlet. Of original staff, 11 are still with station. . . . Another station milestone is marked this month by WNLC New London, Conn. Sept. 13, 1936, WNLC began as daytime independent outlet. By 1939 full-time operation had been started and station was affiliate of Mutual and Yankee.

Keystone Broadcasting System last week announced that effective Sept. 23 the transcribed *Lum and Abner* program would enter its sixth consecutive year under sponsorship of Miles Labs. for Alka-Seltzer and other Miles products. Miles' 52-week renewal was handled by Wade Adv., Chicago. . . . *The Empire State Town Meeting* of WGY Schenectady, N. Y., Sept. 22 celebrates its 300th broadcast, Sun. 1:30-2 p. m. Program is a project in education by radio, conducted since 1938 at Union College.

Milton Weiner, who in 1940 became general manager of music and associated activities of WLW Cincinnati, this fall starts his 20th year with that station. . . . Full scale promotion campaign is being employed in conjunction with 10th anniversary of WGBS Miami, Fla., *Jane Recommends* program. Trade ads, air announcements, interviews, car cards, posters, window cards and newspaper ads and publicity are being used. Conductor of program, Jane Butler, is wife of Don Butler, conductor of WGBS early morning show, *Butler's Pantry*.

Neville Returns

JOSEPH M. NEVILLE, after three years in AAF and 20 months overseas, has rejoined WLW Cincinnati as editor of station's merchandising paper, "Buy Way."

WPUV Is Host

TO PLAN FOR public service agricultural broadcasts, WPUV Pulaski, Va., Sept. 5 was host to 30 agricultural workers of Pulaski and six adjacent counties. Plans were formulated at meeting for daily program to be assigned each day to a different county. County agents are to head each local radio committee and will plan programs directly with Bob Wolfenden, manager of WPUV, and Bill Murray, station program director. All programs will be under guidance of Rudolph Michael, editor and radio director of the Extension Division of Virginia Polytechnical Institute, who led discussion at meeting.

US HAYSEEDS DO PREFER WDAY!

For every listener "Station B" gets in the rich Red River Valley, WDAY gets more than *six*. The figures below are from the latest Conlan Survey. Write for your copy!

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

DETROIT'S LEADING INDEPENDENT STATION

WJBK

WJBK
Tells Their Story in Detroit

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

PROMOTION

OSCAR KATZ, assistant research director, and **PHILIP EISENBERG**, research psychologist, CBS research department, are authors of "Teaching by Telling a Good Story" in September issue of the Journal of Association for Education by Radio.

MAVIS TAYLOR OVERSTREET has been appointed publicity director of WSLS Roanoke, Va.

NANCY KULP, during the war an officer in the WAVES, has been added to the press relations and public service staff of WGBS Miami, Fla. Before the war Miss Kulp was with Miami Beach Sun-Star and Kimberly-Clark Adv., Neenah, Wis.

KWKW Theme

KWKW Pasadena, Calif., has released mailing piece introducing new promotion gimmick known as "Kilowatt Kolt." All future promotion of station will carry figure of frisky young horse. Current piece is general in copy slant pointing up station's ability to pull in sports, by presenting balanced program fare of this type.

Key Chain and Holder

A KEY CHAIN attached to a round plastic holder on which a Jello display in five different colors is printed, has been sent out by Young & Rubicam, New York, to radio editors. The plastic holder also bears a reminder that "The Baby Snooks Show" is heard Fri. 8-8:30 p.m. on CBS, sponsored by General Foods Sales Co.

FM Demonstrations

DEMONSTRATIONS of two-way FM communications, two-way aircraft radio and ultra high-frequency waves will be included in exhibit which General Electric will present at 53d Annual Conference of International Chiefs of Police in Mexico City Sept. 23-27.

KP DUTY was the lot of Geer Parkinson (l), program director of WBNS Columbus, Ohio, and Richard Borel, WBNS station manager, both armed with potato peelers which were given away as a station promotion idea. Giveaway of 23,000 such peelers was made at the WBNS booth in Ohio's 92d State Fair at Columbus, Aug. 24-30. Booth also contained free postcards picturing members of the talent staff and an exhibit of friendship quilts made from patches sent in by listeners.

WSKB Rate Card

RATE CARD No. 7 of WSKB McComb, Miss., mailed last week, contains coverage map and data in addition to full week's program schedule and program information. Card is accompanied by folder giving details of radio homes in station's area as reported by Broadcast Measurement Bureau in cooperation with U. S. Census Bureau.

WSJS Promotion

RESEMBLING miniature issue of Winston-Salem (N.C.) Journal, promotion piece mailed by WSJS that city highlights growth and progress of area. Done in offset layout style, piece also boosts affiliated operations, the Journal and the Twin City Sentinel. Journal is morning paper, the Sentinel is evening paper.

WMT Brochure

DESCRIBING activities and results of station's 1946 National Clean Plowing Contest, brochure titled "Traffic Jam in the Corn Fields" has been issued by the farm department of WMT Cedar Rapids, Iowa. Contest was staged to help curb crop destruction by European corn borer.

Religious Programs

DESCRIBING its public service contributions in field of religion, KLZ Denver has prepared two color brochure. Folder describes station's rotation of weekly Sunday services among all denominations. In addition religious programs fed to station by CBS are reviewed.

KMPC Pamphlets

HISTORY of operations from 500 to 50,000 w has been prepared by KMPC Hollywood and is being distributed to visitors of Los Angeles Industrial Exposition. Pamphlet also summarizes some of station's top programs. Distribution is being made to advertising agencies in addition.

Market Information

FACTS on market and coverage of KODY North Platte, Neb., are presented in a mimeographed brochure issued by the station, owned and operated by WOW Omaha. Reprint of an advertisement from July 29 BROADCASTING is included.

KSD in Photo

KSD St. Louis received national promotion through photo of Luke Sewell upon his resignation as manager of the St. Louis Browns baseball team. AP Wire photo man finally caught Mr. Sewell preparing for interview on KSD. Resulting picture contained KSD microphone.

CKCK Jalopy

TO PLUG the return of the transcribed show "Superman" for Kellogg Co. of Canada, CKCK Regina, Sask., entered a suitably painted jalopy in the Regina Lions Club Model "T" automobile races on Labor Day, and had two 14 year old boys take part in the Lions Club costume parade.

NBC Brochure

BROCHURE concerning NBC's broadcast services to "Young America" has been prepared by the network. Titled "To an Alert Young America," folder highlights "The National Farm and Home Hour."

Named in Race

SEVENTH race held daily at Three-County Fair in Northampton, Mass., during first week in September was named after WHYN Holyoke, Mass. Race program forms contained recognition.

KPAC

MBS

BMB

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

1000 WATTS • FULL TIME

CORNERSTONE
of your new FM transmitter circuit

TYPE GL-5D24
POWER TETRODE

GENERAL ELECTRIC'S TYPE GL-5D24—modern, compact, efficient—is the basic power tube for new FM transmitters you are designing and building. Output is sufficiently large for the tube to handle the final stage of low-power transmitters, while serving as a driver in higher-power circuits.

AMPLIFIER, OSCILLATOR, OR CLASS B MODULATOR—all three jobs are part of the GL-5D24's performance. The tube's suitability for FM use is emphasized by the high frequency characteristic, ranging up to 85 mc at max ratings and well beyond that figure at somewhat lower ratings.

SHORT INTERNAL LEADS bring lead inductance down to a point where neutralization usually is not required—or if it is, the circuit easily can be neutralized by tuning out the screen lead inductance.

EXTREMELY LOW DRIVING POWER gives economy of operation that appeals to transmitter users. Strong, well-braced design and construction mean longer life in hard service. Among important special features is the zirconium-coated plate, which both radiates heat well, and helps to maintain a high degree of vacuum by serving as a "getter".

SEE YOUR NEAREST G-E OFFICE for price and other information about this up-to-the-minute, cost-saving h-f power tube. Or write to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

ELECTRICAL CHARACTERISTICS

Filament voltage	5 v
Filament current	14.1 amp
Avg interelectrode capacitances:	
grid-plate	0.06 mmfd
input	12.7 mmfd
output	4.5 mmfd
Frequency at max ratings	85 mc
Type of cooling	forced-air

MAX CLASS C RATINGS (CCS)

Plate voltage	3,500 v
current	350 ma
input	600 w
dissipation	200 w
Screen voltage	600 v

GENERAL ELECTRIC

161-213-8850

FIRST AND GREATEST NAME IN ELECTRONICS

The Winning Time
is the Time You Buy on

WINR

BINGHAMTON, N. Y.
•
N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

First Class Operators Bout, Round 3, Draws New Blood, Wins No Decision

EDITOR, BROADCASTING:

I am surprised that you should have seen fit to publish in the September 9th issue the insulting, intemperate diatribe of one who signed himself "Hugh Guidi," present address and affiliation not stated. Someone must have been asleep at the editorial switch or perhaps the office boy is running the publication while everyone was on vacation. To say the least it was not in good taste, contributed nothing to the merits of the controversy, and added not one cubit to the stature (*sic*) of your publication.

Over the course of too many years the writer has done engineering work for well over 150 broadcasting stations from one end of the country to the other, North, East, South, and West. I have worked with the managers and technicians of these stations from periods of one day to two months and I wish to assure your correspondent that the conditions he complains of are not peculiar to the South, neither are they as widespread as he seems to believe.

'Blanket Indictment'

The trouble with the gentleman's blanket indictment of "most southern stations" is that it suffers from the basic fault of all blanket indictments. It simply isn't true. To ascribe to one section of the country or to one segment of the population differentiated by race or creed all the sins in the catechism, while it may be the fashion of the day, is a sure indication of mental immaturity. Neither the station owner who chisels on his engineering department or the soap box radical station employe is indigenous to any particular part of the country. People are pretty much the same all over and in all businesses.

Recalling a gone but not forgotten commercial of a few years back, "what Mr. Guidi needs is a good dose of Carters Little Liver Pills."

A. S. Clarke

4236 45th St., N. W
Washington 16, D. C.

Editor's Note: Mr. Clarke is alarmed that Mr. Guidi's "present address and affiliation" were not stated in his letter. Mr. Guidi, who was expressing a personal opinion (not that of his employer's), is on the staff of WINX Washington. He resides at 4219 Four Mile Run Drive, Arlington, Va. Mr. Clarke, who did not note his affiliation in his letter either, is identified with the Clarke Instrument Corp., Silver Spring, Md.

COMPLETE except for such details as roof, windows, floor and wiring are new studios of KELO Sioux Falls, S. D., here surveyed by Sam Fantle Jr., station's promotion director. All of the "details" are expected to be completed by December. KELO Sept. 20 begins operation independently of KSOO and will carry NBC day and night schedule.

Cosman Back at WPAT After Naval Service

JAMES V. COSMAN, after a four-year leave of absence, during which he served with the Navy as a lieutenant commander, has resumed his duties as president of WPAT Paterson, N. J.

Entering radio in 1916 when he became a ham operator, Mr. Cosman has been associated with the radio manufacturing industry since 1928 and founded WPAT in 1941.

Mr. Cosman will devote particular attention to the phases connected with furthering WPAT's plans for expansion under full-time, for which it has an application with the FCC, its proposed FM station and experimental television station.

Bigelow Plan

JOE BIGELOW of J. Walter Thompson Co. last week devised the system of alternating writers each week on "The Hour Glass Show", sponsored by Standard Brands on WNBT New York, NBC video station, Thurs. 8-9 p.m. System thus gives an individual writer two weeks in which to write a show instead of the weekly deadline.

RADIO PLANNED

To Mark 'Employ Physically Handicapped' Week

EXTENSIVE USE of radio is contemplated for the Oct. 6-12 observance of national Employ the Physically Handicapped Week.

Joseph L. Brechner, radio director of the Veterans Administration, said network coverage will be coordinated by the VA, and that local broadcasters plan to cooperate.

A governmental inter-agency committee to make plans for Employ the Physically Handicapped Week has been appointed from the Commerce and Labor departments, Federal Security Agency, Civil Service Commission, and VA. Cooperating service organizations include Disabled American Veterans and American Federation for the Physically Handicapped.

A transcription of part of a weekly feature of WCOL Columbus, Ohio, in which a blinded veteran was interviewed as he left for Norristown, Pa. to train with his VA-provided seeing-eye dog, was cited as typical of ways radio may contribute to the observance of the week.

The WCOL feature, heard Fridays at 10:15 p. m., is conducted by Dean Chatlain, WCOL veterans' adviser, who amputated his own leg with a pocketknife when his foot was crushed in a tank battle in North Africa.

21 YEARS
SERVING CHATTANOOGA
WITH CBS
WDOD
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

HONOLULU
KGU
FOR FULL COVERAGE OF HAWAII
N. B. C. IN THE PACIFIC SINCE 1931
Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

Simplicity of Principle and Design Mark RCA's New 'Pylon' FM Antenna

SIMPLICITY of principle and design feature the new cylindrical FM antenna which RCA has named the Pylon [BROADCASTING, Sept. 9]. Developed and placed in production by the RCA Engineering Products Dept., headed by W. W. Watts, vice president, the antenna is said to provide higher gain height for height than any previous antenna.

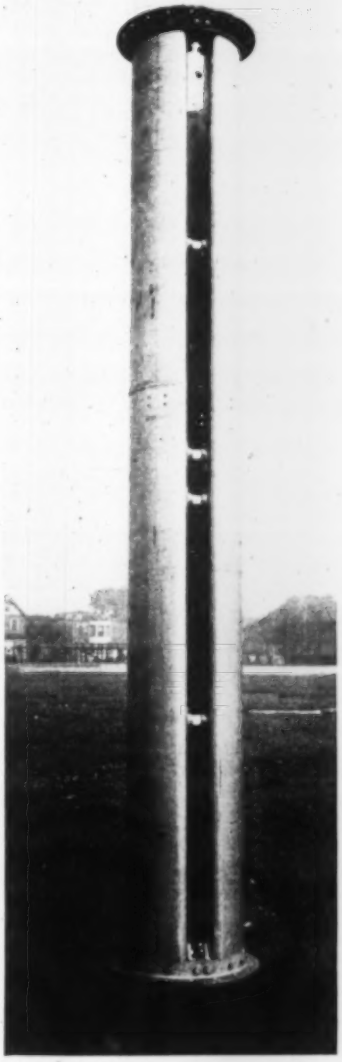
The Pylon is a single-element mechanically-rigid self-supporting structure. It requires no additional means of support or mounting, and has no arms, loops or circular elements. Thus erection is simple, since Pylon need only be bolted through its bottom flanges to building, tower or other base.

To increase gain for an FM station, additional sections of Pylon can be stacked atop each other by simply bolting together the end flanges of the pipe-like antenna. With radiation compressed in the vertical plane, power increase is claimed. By stacking four sections a power gain of six results. The same type of antenna is said to be good for any power FM stations are likely to use and it can cover the whole frequency band without tuning or adjustment either on the ground or in the air.

Functional Aspects

Functional elements mark the design. The cylinder is 13 feet high and 19 inches in diameter, with a narrow slot cut from top to bottom. The cylindrical structure itself is the radiator. Feed line runs up the inside of the cylinder along the slot. Cylinder is rolled from a single sheet of metal and weighs about 350 pounds. It is capped on each end with a cast base (flange) which provides mechanical strength and a means of connection.

Only one r-f feed point per section is required. When two sections are used, they may be joined on the ground, the interconnecting feed line mounted in place and the whole assembly raised together, with only one transmission "in the air." For a four-section radiator, only two connections are required.



RCA's 'Pylon' Antenna

Maintenance problems are declared negligible because simple feed-line arrangement, small number of end seals and enclosure of feed lines. Provision is made to mount a standard 300 mm code beacon on the plate covering the top section. The Pylon was designed to provide the FM station with complete antenna requirements, including transmission lines, fittings, mounting flanges and all hardware.

"My wife was tuned to WFDF Flint—I merely suggested a different program."

Miss Davis Named

VAN DAVIS, with Ellington & Co., for 10 years, has been elected a vice president of the agency. She will continue to be in charge of the agency's group specializing in advertising and promotion of products in the fashion, beauty and home decoration fields.

COLLEGE NETWORK NAMES 9 TO BOARD

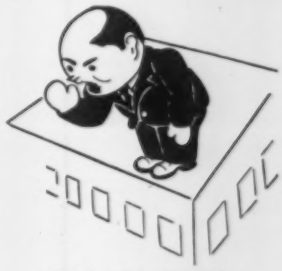
THE INTERCOLLEGIATE Broadcasting System last week announced the election of nine members of its board of directors.

They are: Judith C. Waller, head of the Public Service Department of NBC's Central Division and co-director of the NBC-Northwestern Summer Radio Institute; Dr. R. R. Lowdermilk, acting director of the Educational Radio Service of the U. S. Office of Education; Morris S. Novik, public consultant and former director of WNYC; Robert B. Hudson, CBS director of education; Roger Clipp, manager of WFIL Philadelphia; Guy della Cioppa, assistant to the president of CBS; George Abraham, executive chairman of IBS; David W. Borst, technical manager of IBS; and David Linton, IBS program manager. Three board positions are still to be filled.

First items on this year's agenda are extension of the Middle Atlantic regional network of campus stations, addition of more stations throughout the country, and greater volume of exchange programs between members.

CHWK Renovates

CHWK Chilliwack, B. C., is moving to new studios in a new business building in the city, and is installing a new 250-w RCA transmitter and vertical radiator. There will be two main studios, private offices, record library, news room and client rooms in the new quarters. New control room equipment also is being installed. Station will mark 20 years on the air in 1947.



GO AHEAD SHOUT ABOUT IT!

But who's to hear? For a really attentive audience, sell over WLAW . . . nearly two million potential buyers concentrated in a 2 billion dollar market!

Basic Station
American Broadcasting Co.

5000 WATTS 680 KC.
50,000 WATTS
SOON!!

WLAW
LAWRENCE, MASSACHUSETTS

Nationally Represented by WEED & CO.

WINNING "DREAM TRANSMITTER" design in Taylor Tubes, Inc. Contest earned $2500 first prize for KFEL's Chief Engineer TOM ATHERSTONE, who took time out for this diversion while completing engineering plans for pending application to increase KFEL power to 50,000 watts.

KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

Give the SMALL SPONSOR a

Big shows can pull the local sponsor with the limited budget out of the "little man" class. And with Capitol's new Transcription Service, *YOU* can build BIG shows!

Hit tunes, big names, sparkling programming aids . . . all the "class" and sales punch of live-talent network shows. That's your *new approach* to the local sponsor. With Capitol Transcriptions, you offer him Hollywood's greatest entertainment! You give him *more* for his money!

And that's not all. Every Capitol Transcription show glitters with its own specially-arranged opening and closing musical themes. Many shows bring spoken remarks by the featured artists themselves . . . and are enriched by brilliant musical interludes to background your commercials.

MORE THAN 2000 SELECTIONS

To the basic library of 2000 selections, Capitol guarantees to add a minimum of 50 additional numbers each month. (Bonus! . . . production plans indicate not 50 but 70 monthly releases!)

A COMPLETE FORMAT SERVICE

As a time-saver to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for more than 400 different shows come to you each month.

★ ★ ★ *Every Capitol Star Is a*

a BIG Show!

BIG-NAME BANDS

BILLY BUTTERFIELD
DUKE ELLINGTON
JAN GARBER
SKITCH HENDERSON
PEEWEE HUNT
STAN KENTON
GENE KRUPA
EDDIE LeMAR
ENRIC MADRIGUERA
ALVINO REY

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP-CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO
DICK SHANNON'S ALEUTIAN FIVE
PAUL WESTON

BIG-NAME SINGERS

JUNE CHRISTY
HAL DERWIN
DINNING SISTERS
CAROLYN GREY
KING SISTERS
PEGGY LEE
JOHNNY MERCER

BIG-NAME WESTERN

SHUG FISHER
WALLY FOWLER
JACK GUTHRIE
KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER
MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

Send for a Recorded Demonstration!

Hear *all the features that make the Capitol service excitingly* different! *Capitol will be glad to send you a demonstration transcription on request.*

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE
FROM HOLLYWOOD
SUNSET AND VINE

s an Audience Builder ★ ★ ★

NORTH EAST WEST SOUTH
The Texas Rangers
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
NOW ON
KOMA
Oklahoma City
Participating

New
New York Office
475 Fifth Ave.
AN ARTHUR B. CHURCH PRODUCTION
Hotel Pickwick, Kansas City 6, Mo.

BALTIMORE'S
Listening Habit
WBAL
MUTUAL
BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep.

KECA Show

(Continued from page 46)

casts at points and events of particular interest to southlanders. For example, he covered the Los Angeles Transit System strike and robot planes test flights from decks of carrier Shangri-La, before she sailed to Marshall Islands for atom bomb tests.

Playground Fun, with Announcer Ted Bentley handling program, calls attention to facilities for recreation available at city playgrounds. Outstanding stars of sports and entertainment worlds are guests. An example is Esther Williams, swimming star of the movies, who learned to swim in Los Angeles playground pools. Other stars with stories pointing up advantages of healthful exercise and supervised play at established playgrounds, appear during series.

Staff Writers

Staff writers have authored all of KECA's public interest shows. Bill Holmes produces as well as writes *Design for Death* and *Prevention Preferred*. Walter Gering is writer-producer of *Fools' Money*.

All of KECA's successful public interest shows fit into the "low budget" classification. Many of them requiring only one talent fee, it was pointed out. An idea that clicks, dynamically presented, placed where it can and will be heard, assures an impressive listener audience, according to Bill Davidson, station program manager.

KPO Helps Blood Bank

WHEN blood donors dropped to such an extent that the Irwin Memorial Blood Bank, San Francisco, had to turn down requests for blood from hospitals, NBC owned and operated station KPO ran a series of 50 announcements. After an interval donations again decreased and, on less than 24 hours notice, David Drummond, KPO writer-producer, put on a half-hour dramatic show which raised number of donors from 40 to 80 in one day. Station employes are donating on a regular schedule.

Falsetto Noted

SOME say it takes pull and others say push, but CBS Hollywood sound man Dave Light made the grade with a falsetto childish voice. For five years now, Hollywood network personnel have laughed at it. Network listeners heard it recently for the first time on *Sweeney & March*. Known as Myrtle O'Brien, Light's voice was signed following a recent audition and now holds permanent spot on program.

ALLIED ARTS

JOHN BIRGE, former account executive at J. M. Mathes Inc., New York, where he handled the Canada Dry ginger ale acount, has been appointed director of advertising of Columbia Recording Corp., Bridgeport, Conn. **JAMES R. FLORA**, who has been with Columbia Recording since Feb. 1942, is assigned to the newly-created position of manager of sales promotion. Previous to his association with Mathes, Mr. Birge was advertising manager of the Warren Telechron Co., Ashland, Mass.

M-G-M RECORD Division of Metro-Goldwyn-Mayer, New York, has appointed Zenith Phonograph and Radio Products as distributor for its phonograph records in the New York area.

JOHN (Chick) KELLY, promotion director at KYW Philadelphia, resigns that post to join the Carl Byoir Agency, New York, as head of that firm's radio publicity department.

THE NEW ENGLAND SCHOOL of Radio Broadcasting, Bridgeport, Conn., has opened a subsidiary, New England Transcription Service, which will prepare educational features for the various trades. Oct. 15 a series will be released under title "This Is Your Registered Jeweler, American Gem Society."

VET PRODUCTIONS, Philadelphia, has released series of transcribed quarter-hour programs, "Operation Unknown," featuring dramatizations of veterans problems and which tie-in with proposed following program produced by local stations. Follow-up show would be forum to solve problems or program to aid in placement of unemployed veterans.

JACK CARLTON has joined Southern Music Co. as West Coast contact man with headquarters in Hollywood.

HERB LUTZ has resigned from ABC Hollywood music rights department to accept partnership in George Simon Inc., music publishing firm.

ABBOT TESSMAN, ABC Hollywood announcer, has joined Capitol Transcriptions as eastern sales representative with headquarters in New York. He will work under direction of **WALTER B. DAVISON**, national sales manager.

ELEANOR JOHNSON, formerly in advertising department of Hunt Foods, Los Angeles, has joined Hollywood staff of Fletcher Wiley Productions to work on national expansion of "Housewives Protective League" programs.

JOHN HAMMOND has joined Majestic Records, New York, as recording director. To work closely with **BEN SELVIN**, Majestic vice president in charge of artists and repertoire, Mr. Hammond in 1933 created the American recording division of Columbia-Parlophone in London and is credited with having assembled the Benny Goodman Band. He is former sales manager of Columbia Masterworks and most recently was with armed forces.

Talent Service

NEW SERVICE to radio stations and advertisers as well as agencies, consisting of detailed listing of top-flight talent in the U. S. and its possessions, has been added by Linton J. Sawyer Radio Productions, Portland, Ore. Formerly known as United Agency, firm maintains full listings, including background, types, transcriptions, sample scripts, pictures, references and investigation. New listings are forwarded daily to all subscribers.

CHARLES S. ZURHORST, public relations advisor to Fulton Lewis, Jr., William B. Dolph Radio Productions and U. S. Recording Co., will teach television at Southeastern U., Washington, for the coming year. He is a charter member of the American Television Society. Mr. Zurhorst is former promotion and publicity director of WOL Washington.

RADAIR PRODUCTIONS, Tacoma, Wash., has moved to new offices at 518 Puget Sound Bank Bldg.

EDWARD GREIF, partner of Banner & Greif, New York, public relations firm, is editor of an anthology of radio mysteries, "Murder on the Half-Hour," to be published early next year by Commonwealth Books.

JACK WYATT Jr. resigned last week as advertising manager and director sales promotion of Teen-Timers Inc. to open his own office as an independent producer and director in radio and television. He will produce the "Teen-Timers Club" on NBC for Teen-Timers and Buchanan & Co.

DOUGLAS P. DICKIE has been appointed general contract manager of Western Union Telegraph Co. He succeeds **MARTIN H. CLAPP**.

JOHN REDDY, manager of ABC "Bride & Groom" program, is the father of a boy.

AFTEN TEN YEARS secretarial service to NBC Chicago, Terry Lauer leaves to be married to William Moritz, sales manager of Rayburn Mfg. Co. Wishing her happiness at her farewell are (l to r) A. W. "Sen" Kaney, NBC station relations manager; Miss Lauer; her boss, J. F. Whalley, Central Division business manager; William Weddell, formerly of NBC and now vice president of Leo Burnett, Chicago

Index Values

(Continued from page 18)

the manner in which milline rates serve as a guide to newspaper values and cost per page per thousand circulation measures magazines. Both milline rates and magazine costs per page per thousand vary widely. A *Vogue* or *New Yorker* can command a higher rate per page per thousand than a more widely read mass medium by virtue of the selectivity of its readers. The same might apply to radio stations.

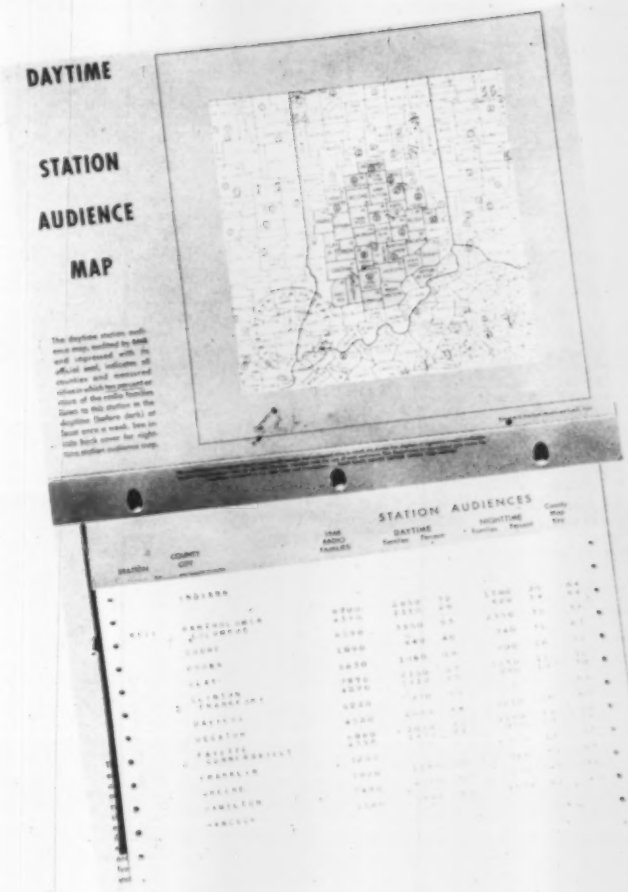
Just as small town, low circulation newspapers have higher milline rates than big city, large circulation newspapers, so small city, low power stations may have a higher cost per thousand BMB than big city, high power outlets; and a cost per thousand BMB comparison between stations of these two different types may be as unjustified as a comparison between the milline rates of metropolitan and small town newspapers if used as the only yardstick.

Perhaps a more useful comparison can be made between stations of the same power or between stations in the same size cities. But here again wide yet justifiable differences may be found in the cost per thousand BMB of a high power station serving a densely populated metropolitan area and a station of like power serving a predominantly rural area. And in comparing stations in the same city similar wide yet justifiable differences may exist as between a high and a low power station in the same community.

Other Comparisons

Still another comparison, stemming from the possible in adequacies of the methods just discussed, is between stations with the same BMB audience, regardless of their power or the size of their home cities. Thus, it might be possible to draw valid cost per thousand BMB comparisons between all stations with approximately the same BMB. This is not to suggest that rates should be standardized on a cost per thousand BMB basis. Other factors, such as the nature of the market, programming, competitive media and the like, may warrant the use of stations with above average cost per thousand BMB.

The geographical extent of a station's actual audience can be compared with the geographical boundaries of its potential audience by comparing a station's BMB audience map with its engineering survey map. Assuming a half millivolt contour as representing a station's potential listening area, a comparison of this contour with the station's BMB audience area will indicate how many of the counties in its listenable area are in its audience area. This is a geographic measurement. As between two stations with virtually the same contours, one may have more BMB audience counties, yet the other may have a larger total audience because it has far more listeners in those fewer counties in which it is listened to.



STATION AUDIENCE REPORT, daytime audience map and first page of detailed information, showing counties and cities in which the station is listened to. The tabulated columns show, left to right, total radio families, the station's daytime audience numerically and as a percent of total radio families, the same information for night and a map key. The inside back cover of the Report contains the station's nighttime audience map.

How to Reach a Market

An advertiser interested in several markets may question whether the station he is using for one market suffices for another or whether he needs a local station in the second market.

Reference to the Area Report will disclose the size of the distant station's audience in the local market as well as that of the local station. If the distant station required perhaps for a large metropolitan area, has an adequate audience in the local market, no local station may be called for—unless, of course, the advertiser wants to support an important local dealer or take advantage of the local station's unusual merchandising setup or for some other reason not connected with its audience.

If on the other hand the findings prove that a local station is needed in a market, BMB will show which of the local stations has the largest audience, both total and in the market. It might be that the station with the largest audience in the market likewise has the greatest excess audience outside the market, which might or might not be usable to the advertiser. Audience in the market, excess audience outside the market and station costs must all be considered jointly. Cost per thousand BMB audience in the market, a variation of cost per thousand total BMB audience, may well be one of the deciding factors.

It must be understood, of course, that a station's audience is not the only factor to be considered in buying time and that BMB findings must be weighed in conjunction with other considerations.

Next week we shall consider the use of BMB in buying time to match product distribution, to supplement other media and to allocate radio costs.

Miss Bond Is Finalist

LA VONNE BOND, Miss Cincinnati in the Atlantic City Miss America Pageant of 1946 and sponsored by WCKY Cincinnati, was finalist in that contest, winning $1,000 scholarship and trophy. She also shared title of "Miss Congeniality of 1946" with Miss New York State. This is fifth year of WCKY franchise to hold local contest.

Miss Lillian Selb
Foote, Cone & Belding
New York City

Dear Lillian:

Ernie's leavin' us! Yep, this is the time of year Ernie Saunders, our sports director, packs up his bags and starts travellin' with the West Virginia University Football team. WCHS, in cooperation with the West Virginia Network, broadcasts these games every year and of course Ernie will be on hand to bring our thousands of listeners play by play accounts of the Mountaineers in action. I'm such a football fan myself that I like to think of Ernie broadcasting those games for just little ole me, but I reckon we have to chalk it up as another public service of WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

CURRENT RETAIL SALES IN RICHMOND ARE TWICE AS GREAT AS THE PREWAR TOTAL

In this Major Market
USE **WMBG**
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

ACTIONS OF THE FCC

SEPTEMBER 6 to SEPTEMBER 12

Decisions . . .

SEPTEMBER 6
BY COMMISSION EN BANC

AM—1400 kc

Radio Engineering Service, Pine Bluff, Ark.—Final decision announced granting CP new station 1400 kc, 250 w, conditioned upon submission of application for modification of CP within 60 days, specifying transmitter location acceptable to the Commission and subject to the approval of the CAA and waiver of Sec. 3.55(b) of the Rules, until a modulation monitor acceptable to the Commission can be obtained; the mutually exclusive application of Arkansas Democrat Co. for the same facilities at Little Rock was denied.

AM—1070 kc

The High Point Enterprise Inc., High Point, N. C.—Adopted an order denying petition insofar as it requests reinstatement of a grant made on March 7, 1946 for a new station on 830 kc at High Point, but granted the petition insofar as it requests grant of said application as amended July 19, 1946, to specify the frequency 1070 kc with 1 kw, daytime only subject to the condition that applicant within 60 days from date file an application for modification of permit specifying a transmitter site and antenna system meeting the Commission's Standards. (On April 26 the Commission set aside the grant made March 7 and designated this application for hearing, and application as amended was removed from the docket on July 19).

Petition

Radio Wisconsin Inc., Madison, Wis.—Dismissed on petitioner's own request, its petition for reconsideration directed against the Commission's action of June 6 granting without hearing the application of Wabash Valley Bcstg. Corp., Terre Haute, Ind.

AM—1200 kc

WEMP Milwaukee, Wis.—Denied petition for reinstatement of its application for change of facilities of WEMP including change in frequency from 1340 to 1200 kc, increase in power from 250 w to 10 kw.

Petition

Collinson-Wingate Bcstg. Co., Topeka, Kans.—Adopted an order denying petition for reconsideration of Commission's action of August 1 consolidating for hearing with hearing heretofore held on petitioner's application and that of Emporia Bcstg Co. Inc., the applications of Blue Valley Bcstg. Co. and General Bcstg. Co. and Inland Bcstg Co. scheduled for Sept. 4.

License Renewals

WWDC Washington, D. C.—Granted renewal of license for the period ending Feb. 1, 1946.

KGKB Tyler, Tex.—Granted renewal of license for the period ending Aug. 1, 1948.

AM—1490 kc

Four States Bcstg. Corp., Texarkana, Ark.; Magnolia Bcstg. Co., Magnolia, Ark.—Designated for consolidated hearing the application of Four States Bcstg. Corp. with application of Magnolia Bcstg. Co. both requesting the frequency 1490 kc with 250 w, unlimited time, at Texarkana and Magnolia, Ark., respectively.

AM—1400 kc

Oneonta Star Inc., Oneonta, N. Y.—Designated for hearing the application of Oneonta Star Inc. for a newstation to operat on 1400 ks, 250 w, unlimited time, in a consolidated proceeding with application of Edw. L. Schacht. Further ordered that the Order of Aug. 22 designating the Schacht application for hearing and making WABY a party to the proceeding, be amended to include the application of Oneonta Star Inc.

AM—1240 kc

Bluefield Bcstg. Co., a partnership, Bluefield, W. Va.; Odes E. Robinson, Bluefield, W. Va.—Designated for consolidated hearing the application of Bluefield Bcstg. Co. for a new station to operate on 1240 kc, 250 w, unlimited time, with application of Odes E. Robinson, requesting the same facilities.

AM—1450 kc

Ben K. Weatherwax, Aberdeen, Wash.; Fred G. Goddard, Hoquiam, Wash.—Designated for consolidated hearing the application of Ben K. Weatherwax with application of Fred G. Goddard both requesting the frequency 1450 kc, 250 w, unlimited time, at Aberdeen and Hoquiam, Wash., respectively.

AM—1230 kc

Las Vegas Bcstrs Inc., Las Vegas, Nev.—Granted CP for a new station to operate on 1250 kc, 250 w, unlimited time, subject to the conditions that applicant will within 60 days from date of action file an application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards; waiver of Secs. 3.55 (b) and 3.60.

AM—790 kc

Booth Radio Stations Inc., Saginaw, Mich.—Designated for hearing on interference issue, application for a new station to operate on 790 kc, 1 kw, unlimited time, DA-2.

AM—710 kc

WOR New York—Placed in pending files application for CP to install a new DA for day and night use for station WOR using 710 kc, 50 kw DA, U.

AM—710 kc

WGBS Miami, Fla.—Designated for hearing on engineering issues only, application for CP to increase power from 10 to 50 kw, install new transmitter, make changes in DA and change transmitter location.

ACTIONS ON MOTIONS
SEPTEMBER 6
BY COMMR. WAKEFIELD

Southwestern Bcstg. & Television Co., Albuquerque, N. M.—Granted petition to dismiss without prejudice application for CP.

Intermountain Bcstg. Co. Inc., Albuquerque, N. M.—The Commission on its own motion removed from the hearing docket application for CP.

WHYN Holyoke, Mass.—Granted petition to reinstate application for CP which was dismissed without prejudice subject to right of reinstatement, and accepted amendment to specify frequency 560 kc with 1 kw, unlimited time.

Gulf State Bcstg. Co., Crowley, La.—Granted petition to dismiss without prejudice its application for CP.

Acadia Bcstg. Co., Crowley, La.—The Commission on its own motion removed from the hearing docket application for CP.

The Tower Realty Co., Baltimore, Md.—Granted petition for leave to amend its application for FM construction permit, to specify new by-laws, additions to Board of Directors and officers of the company, etc. and the amendment was accepted.

Tar Heel Bcstg. System, Inc., Clinton, N. C.—Granted petition for leave to amend its application for CP so as to specify the frequency 880 instead of 550 kc. The amendment was accepted and application removed from hearing docket.

Sampson Bcstg. Co., Clinton, S. C.—The Commission on its own motion removed from the hearing docket the application for CP.

Tennessee-Kentucky Bcstg Co., Paris, Tenn.—Granted petition to dismiss without prejudice application for CP.

Ojai Bcstg. Co., Ventura, Calif.—Granted petition for leave to amend application for CP, so as to specify certain minor changes in officers supply current financial data, etc., and the amendment was ammended. Granted petition to waive Sec. 1.584 (b) of the Rules and accept petitioner's written appearance in re application for CP.

Grass Valley-Nevada City Bcstrs, Inc., Grass Valley, Calif.—Granted petition for leave to amend its application for CP so as to specify frequency 1230 with 100 w unlimited time, instead of 1400 kc with 250 w, unlimited time. The amendment was accepted and applications removed from the hearing docket.

I & E Bcstg Co., Dayton, Ohio—Denied petition requesting advancement of hearing date now scheduled for October 30 to the week of Sept. 16, in re petitioner's application and applications of Paul F. Braden and Radio Kentucky Inc.

WLOF Orlando, Fla.—Granted petition for continuance of hearing on application for CP now scheduled for Sept. 13, and continued same to Nov. 13, 1946.

The Tower Realty Co., Baltimore, Md.—Granted motion for leave to amend its application for CP so as to specify 10 kw power instead of 5 kw, etc., and the amendment was accepted.

B. Loring Schmidt, Salem, Ore.—Granted authority to take a deposition in re further hearing on his application for CP and application in Docket No. 7379. Also granted petition of B. Loring Schmidt requesting the admission of Harvey S. Benson to the Commission Bar pro hac vice for the purpose of taking depositions in this proceeding.

KEYS Corpus Christi, Tex.—Granted petition for leave to amend its application for CP so as to specify a revised DA pattern, etc. The amendment was accepted and the application as amended was removed from the hearing docket.

KYW Philadelphia, Pa.—Granted petition for continuance of hearing on application for CP now scheduled for Sept. 17, and continued same to Nov. 18, 1946.

Amalgamated Bcstg. System Inc., Philadelphia, Pa.—Granted petition to dismiss without prejudice its application for a new FM station.

WDAS Bcstg. Station, Inc., Philadelphia, Pa.—Granted motion to amend its application for a new FM station, so as to supply current and complete engineering information, and the amendment was accepted.

San Diego Bcstg. Co., San Diego, Calif.—The Commission on its own motion continued the hearing on application for CP now scheduled for Sept. 13 to Oct. 14, 1946.

SEPTEMBER 9
BY ADMINISTRATIVE BOARD

WROV Roanoke, Va.—Granted modification of CP which authorized a new standard broadcast station, for changes in antenna and changes in transmitter location, and extend commencement and completion dates to 30 days after grant and 180 days thereafter.

WMOC Covington, Ga.—Granted modification of CP which authorized a new standard broadcast station, to change type of transmitter and extend commencement and completion dates to 60 days after grant and 180 days thereafter.

WSAP Portsmouth, Va.—Granted CP to make changes in vertical antenna and mount FM antenna on top of vertical antenna.

KTEM Temple, Tex.—Granted CP to install new transmitter and vertical antenna with FM antenna mounted on top and make changes in ground system.

KARV Mesa, Ariz.—Granted modification of CP which authorized new standard broadcast station, for approval of antenna and of transmitter location.

KGKL San Angelo, Tex.—Granted modification of CP to change transmitter location.

WKDK Newberry, S. C.—Granted modification of CP which authorized new standard broadcast station, to change type of transmitter, for changes in antenna and in transmitter and studio locations, and extend commencement and completion dates to 60 days after grant and 120 days thereafter.

Gates Radio Co., Quincy, Ill.—Granted CP for new developmental broadcast station.

(Continued on page 87)

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FREQUENCY MEASURING SERVICE
Exact Measurements — at any time
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DEDICATED TO THE SERVICE OF BROADCASTING
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Consulting Radio Engineers
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LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

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Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
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Commercial Radio Equip. Co.
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221 E. Gregory Boulevard, Kansas City, Mo.
Cross Roads of the World, Hollywood, Calif.

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ASSOCIATE
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Decatur 1234

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EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
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Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
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Kellogg Bldg. • Republic 3984

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Consulting Radio Engineer
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

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Consulting Radio Engineer
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465
Instruments and Measurements

LENT and POAST
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1319 F St., N. W. DISTRICT 4127

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Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
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Triangle 4400

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ROBERT C. SHAW
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1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
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Radio Engineering Consultants

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Schwerin Signed to Test NBC Shows

Several Changes Made Following Audience Reaction Study

ON THE THEORY that present program popularity ratings do not necessarily reflect comparative program quality, NBC has engaged the Schwerin Research Corp., which claims to have devised a system for program improvement, to test the network shows.

The system, developed by Horace Schwerin, tests' reactions of specially selected studio audiences to transcriptions of NBC programs. It was demonstrated for the press at NBC headquarters last week.

Mr. Schwerin, who experimented with the technique before the war, carried out considerable research work for the Army. Upon his release from service he decided to apply his system to commercial use.

The system is based on recorded reactions of sample audiences. Announcements on WEAF, NBC's New York station, invite listeners to participate in a project to "help improve programs." Listeners who volunteer are screened by answering questionnaires and then assigned to attend tests on given nights. The only inducement offered to participants is a free tour of Radio City.

At the testing studio, the audience, usually of about 300 members, completes another questionnaire, this one more elaborate than the first, to provide a second screening. Objective of the double screening, Mr. Schwerin explained, is to obtain the best possible cross-section.

As transcribed programs are played, audience reactions are recorded at intervals; when numbers are flashed on a screen, members of the audience mark on a special form their reactions to the show at that point—good, fair, or poor. By correlating the answers of all members of the audience at each point of testing, Mr. Schwerin is able to construct a profile which shows the rise or fall of audience acceptability as the program proceeds.

After the program record is played an open discussion of the faults and merits of the show ensues, and the audience is given a chance to vote on numerous questions which arise from the discussion. The results of the post-program voting do not contribute to the profile, but often supply additional information for subsequent production conferences which aim at improvement of the shows.

Hugh M. Beville Jr., NBC director of research, said the Schwerin system had been in operation at NBC for two months, but it was understood that experiments with the system had been under way at the network since last March.

To date, 25 shows have been tested. Of these "several" have been taken off the air; "some" have continued but with "substantial changes," while a number of shows which had been in the preparatory stage were put on the air, Mr. Beville said.

The precise conclusions reached as a result of the Schwerin tests are carefully guarded NBC secrets, but, in his experience, Mr. Schwerin said, he had become convinced that the notion that irritating commercials sell products was a fallacy.

"Our studies show that something that is liked better will be remembered longer," he said.

Good Copy Liked

It seemed positive to Mr. Schwerin that well-written commercials, even though inserted in the middle of a show, were acceptable to audiences providing they were written in the mood of the program. On some programs that were tested, he said, the commercials were liked better than the other parts of the shows.

Mr. Schwerin's arrangement with NBC will continue until the end of the year, at which time he will begin to sell his system to commercial clients. He estimates that his fees will be $300 per 15-minute show, $500 per half-hour show. He will accept contracts for a minimum of 13 weeks.

After the first of the year he will use a machine called a reactocaster, which was developed by his father, Paul Schwerin, an electronics engineer. Audiences will then record their reactions simply by pushing a lever to one of three positions, indicating "good, fair, or poor," and each member's record will be kept automatically. Profiles may then be drawn within 24 hours.

"WHO SELECTS THE MEDIA?"

These Nat'l Advertisers were asked

EVERY sixth manufacturing executive on the SALES MANAGEMENT subscription list was recently asked five important questions about advertising plans. Complete answers came from *41 per cent*, an extraordinary response. 53 per cent of those replying make consumer items; 47 per cent industrial equipment or materials.

Anyone in the business of selling space will find some revealing information in the answers to these questions. For example, this one was asked:

WHAT ARE THE TITLES OF THE EXECUTIVES WHO DETERMINE WHERE YOUR ADVERTISING DOLLARS ARE SPENT (Radio, newspapers, magazines, business papers, outdoor, point of sale, etc.)?

In response to this question, *the sales manager was listed by 60.3 per cent of the companies making consumer products; the vice president in charge of sales was named in 21.7 per cent of the replies.*

Ten different titles were mentioned in all, and virtually every company listed four or more executives as taking an active part in media selection. The replies emphasize the comprehensive and important job that faces the media seller in keeping *all* these influential executives sold.

The complete results conclusively demonstsrate that the sales executive is a decisive factor in the selection of media; that effective media promotion must *consistently* and *thoroughly* sell these all-important sales officials. If you would like a complete tabulation of the answers, write our New York office and ask for the "Survey of Company Executives."

IT'S SM 4 TO 1

Say the Nation's Leading Media Buyers

Sales MANAGEMENT 386 Fourth Ave., New York 16, N. Y.

333 North Michigan Ave., Chicago 1, Ill. ● 15 East de la Guerra, Santa Barbara, Calif.

Engineer Swims

WHEN KING Navahi, blind Hawaiian musician and swimming star, attempted to negotiate the Catalina Island-mainland swim, George Cole, KFOX Long Beach, Cal. engineer, was along handling shortwave problems. After blind swimmer had exhausted several lifeguards assigned to lead him through choppy waters, it looked like swim might have to be abandoned. Then husky George Cole stripped for swimming and proceeded to guide the swimmer through dangerous kelp beds and past treacherous rocks to a landing after 22 hours and 14 minutes in water.

FCC Actions

(Continued from page 84)

WNBF-FM Binghamton, N. Y.—Granted modification of license to change name to Clark Associates, Inc.

WEEK Peoria, Ill.—Granted modification of CP which authorized new station, to change type of transmitter, change transmitter and studio location, and extend commencement and completion dates to 60 days after grant and 180 days thereafter.

WKBR Manchester, N. H.—Granted modification of CP which authorized new station, to change corporate name to Granite State Bcstg. Co., Inc., for approval of antenna and of transmitter and studio locations.

WCTT Corbin, Ky.—Granted modification of CP which authorized new station, to change type of transmitter, approval of antenna and of transmitter location.

WJLD Bessemer, Ala.—Granted CP to change transmitter and studio location.

WNGO Mayfield, Ky.—Granted modification of CP which authorized new station, for changes in transmitting equipment, approval of antenna and of transmitter and studio locations.

WLEX Lexington, Ky.—Granted modification of CP which authorized new station, for approval of antenna and of transmitter and studio locations.

WASL Annapolis, Md.—Granted modification of CP which authorized new station, for approval of antenna and of transmitter and studio locations.

KMBC Kansas City, Mo.—Granted license to cover CP which authorized decrease in power of auxiliary transmitter, and install new auxiliary transmitter.

WNCA Asheville, N. C.—Granted license to cover CP which authorized new station.

Cherry & Webb Bcstg. Co., near Providence, R. I.—Granted CP new experimental television broadcast station.

WIXHR Cambridge, Mass.—Granted CP to change power of developmental station from 250 w to 1 kw, install new transmitter and make changes in antenna system.

Corley Radio & Sound Service, area of Trinidad, Colo.—Granted CP for new relay broadcast station.

WLSI, area of New Orleans, La.—Granted license to cover CP which authorized new relay station.

BY COMMR. WAKEFIELD

WTAW College Station, Tex.—Granted petition to dismiss without prejudice application for CP, subject to the right of reinstatement under provisions of the Commission Public Notice of Jan. 5, 1946.

WHLS Port Huron, Mich.—Continued hearing in re application for renewal of license WHLS to Nov. 18, 1946.

SEPTEMBER 9

ACTIONS IN DOCKET CASES

AM—1300 kc

Cleveland Bcstg. Co., Cleveland—Proposed decision announced granting CP new station 1300 kc, 5 kw, unlimited time, directional antenna, conditioned upon approval of site by CAA and waiver of Sec. 3.55 (b) of the rules, until a modulation monitor acceptable to the Commission can be obtained; mutually exclusive application of Scripps-Howard Radio Inc. for same facilities is proposed to be denied.

AM—1450 kc

Tuscaloosa Bcstg. Co., Tuscaloosa, Ala.—Final decision announced granting CP new station 1450 kc, 250 w, unlimited time, subject to approval by CAA of an antenna system and transmitter site; mutually exclusive applications of West Alabama Bcstg. Co. for same facilities is denied.

SEPTEMBER 10

ACTIONS IN DOCKET CASES

AM—1260, 1310 kc

The Commission proposes to deny the applications of WOAX Inc., for renewal of license of WTNJ Trenton, N. J., and for modification of license requesting unlimited time on 1310 kc and assignment to WCAM and WCAP of frequency 1260 kc; deny the applications of the City of Camden for renewal of license and modification of license of WCAM Camden, N. J., to share with WCAP the time now used on 1310 kc by WTNJ, without prejudice however, to the City of Camden filing a new application for a construction permit and license to operate on 1310 kc sharing time with WCAP, providing it is affirmatively shown that the City of Camden would have the exclusive use and control of the station and that no further effect would be given to the agreements here declared to be contrary to the public interest; and to grant the application of Radio Industries Bcstg. Co. for renewal of license of Station WCAP Asbury Park, N. J., and to dismiss without prejudice its application for modification of license to share the 1310 kc frequency with only WCAM, instead of with both WCAM and WTJN.

SEPTEMBER 11

BY ADMINISTRATIVE BOARD

WARD Johnstown, Pa.—Granted license to cover CP which authorized a new station to operate on 1490 kc, 250 w, unlimited time; waiver of Secs. 3.55(b) and 3.60 granted; conditions. Also authority to determine operating power by direct measurement.

KWEN W. Memphis, Ark.—Granted modification of CP which authorized a new station, to change transmitter and studio locations.

W9XEK Louisville, Ky.—Granted modification of CP for extension of completion date.

News-Press Pub. Co., Area of Santa Barbara, Calif.—Granted CP for a new station to be used with standard station KTMS. Frequency assignment subject to change in accordance with proceedings in Docket 6651.

Leonard A. Versluis, Mobile, Area of Grand Rapids, Mich.—Same as above, except to be used with standard station WLAV.

News-Press Pub. Co., Area of Santa Barbara—Same as above, except to be used with standard station KTMS.

Northwest Bcstg. Co., Portable—Area of Ft. Dodge, Ia.—Same as above, except to be used with standard station KVFD.

Radiophone Bcstg. Station WOPI Inc., Area of Bristol, Tenn. and Bristol, Va.—Same as above, except to be used with standard station WOPI.

WFLA Tampa, Fla.—Granted modification of CP which authorized changes in DA, for extension of commencement and completion dates to 10-1-46 and 4-1-47 respectively.

KOAM Pittsburg, Kans.—Granted modification of CP which authorized change in frequency, etc., for extension of completion date to Jan. 1-47.

WNHC New Haven, Conn.—Granted license to cover CP authorizing installation of a new transmitter. Waiver of Secs. 3.55(b) and 3.60 granted; conditions.

KVWC Vernon, Tex.—Granted license to cover CP which authorized installation of new vertical antenna with FM mounted on top. Also authority to determine operating power by direct measurement.

KAVE Carlsbad, N. M.—Granted license to cover CP which authorized installation of a new transmitter.

WFCI Pawtucket, R. I.—Granted license to use formerly licensed main transmitter as an auxiliary with power of 1 kw, DA day and night.

WINS New York—Granted modification of CP which authorized increase in power, etc., for extension of completion date to 11-25-46; conditions.

WHHM Memphis, Tenn.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited time; waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions. Also authority to determine operating power.

KCVR Lodi, Calif.—Same as above, except frequency 1570 kc, 250 w, daytime.

KWIC Area of Salt Lake City—Granted modification of CP to change power of relay station from .2 to 2 w, and to change type of transmitter. (Frequency assignment subject to change in accordance with proceedings in Docket 6651.)

WBGO Newark, N. J.—Granted modification of CP which authorized a new noncommercial educational broadcast station, for change in antenna system.

(Continued on page 89)

NEW CALL LETTERS

CALL letters assignments for recent new station grantees include: WALT Tampa, Fla. (W. Walter Tison); WMBH Bear Creek Township, Mich. (Midwestern Broadcasting Co.); WMUS Muskegon, Mich. (Greater Michigan Broadcasters Inc.); WCYB Bristol, Va. (Appalachian Broadcasting Corp.); WRFD near Worthington, Ohio (Peoples Broadcasting Corp.); WWPA Allentown, Pa. (Allentown Broadcasting Co.); KTFS Texarkana, Tex. (Texarkana Broadcasting Co.); WBON Elberton, Ga. (Elberton Broadcasting Co.); KAWT Douglas, Ariz. (Carleton W. Morris); WNMP Evanston, Ill. (Evanston Broadcasting Co.).

★ *Station Owners—Managers:*

Efficiency Goes UP

with every

LINGO VERTICAL TUBULAR STEEL RADIATOR

Lingo Gives You the Extra* Performance You Need to Meet Your Keen Competition

Take a tip from scores of other alert stations and specify a Lingo Radiator and be sure of peak performance at minimum of cost. Remember, *only* Lingo offers you these "6 Extras" at no extra cost:

*1. Moderate Initial Cost
2. Optimum Performance
3. Low Maintenance Cost
4. 5 Years Insurance
5. 50 Years Experience
6. Single Responsibility

Advice Without Obligation

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, Inc.

Est. 1897 Camden, New Jersey

OVER 40% OF CANADA'S RICHEST MARKET...

yours for the selling!

IN THE second largest province of the Dominion lies more than two-fifths of the nation's total wealth. What a gold mine! And it can be reached most effectively through CFRB . . . the station which delivers the highest percentage of listeners throughout the week.

in

Toronto

CFRB's AVERAGE DAILY SHARE OF AUDIENCE 6 TO 10 P.M. IS 32.5%

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
SUNDAY	26.1%	18.4%	4.1%	12.2%
MONDAY	45.3	9.7	4.0	24.7
TUESDAY	30.3	20.8	6.2	24.6
WEDNESDAY	35.4	12.3	3.2	22.5
THURSDAY	27.0	13.3	3.9	25.6
FRIDAY	28.4	16.6	4.5	23.7
SATURDAY	34.7	19.9	5.0	19.8
AVERAGE	32.5	15.8	4.4	21.9

and

Ontario, too!

CFRB's AVERAGE DAILY SHARE OF AUDIENCE 6 TO 10 P.M. IS 16.7%

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
SUNDAY	12.1%	13.5%	0.6%	2.1%
MONDAY	25.2	10.5	0.3	3.0
TUESDAY	16.3	18.3	0.5	4.4
WEDNESDAY	15.1	15.5	0.3	2.9
THURSDAY	14.3	13.1	0.3	4.1
FRIDAY	17.2	12.7	0.5	3.5
SATURDAY	16.9	16.1	0.6	2.7
AVERAGE	16.7	14.2	0.5	3.2

THESE FIGURES recently supplied by independent research organizations, represent a comparative study of Toronto radio stations. They speak for themselves . . . but tell only part of the story. The whole story is that CFRB offers better coverage and higher listenership than any other Toronto Station.

860 kc. TORONTO

CFRB

Representatives

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

FCC Actions

(Continued from page 87)

KOKU Norman, Okla.—Granted modification of CP which authorized a new noncommercial educational broadcast station, for change in transmitter and antenna system; channel 91.1 mc. (No. 216); 7 kw effective radiated power; 400 feet antenna height.

Federal Tel. and Radio Corp., Newark, N. J.—Granted CP for a new developmental broadcast station.

BY COMMISSIONER DURR

Harry F. Guggenheim, Bridgeport, Conn.—Denied petition insofar as it requests continuance of consolidated hearing upon FM applications in Bridgeport area; insofar as petition requests continuance of hearing on petitioner's application only it is granted, and the hearing on application is continued without date until further order of the Commission.

WMIL Bcstg. Co., Milwaukee, Wis.—Granted petition to dismiss without prejudice application for a new station.

John Dawes Ames, et al, d/b as Lakeshore Bcstg. Co., Evanston, Ill.—The Commission on its own motion removed from the hearing docket application for a new station and placed same in the pending file pending the outcome of the Clear Channel Hearing.

A. J. Feldman, Chicago, Ill.—Granted request for continuance of oral argument upon application of WCLS Inc. now scheduled for Sept. 11, and continued same until further order of the Commission.

SEPTEMBER 12

BY ADMINISTRATIVE BOARD

WICY Malone, N. Y.—Granted modification of CP which authorized a new station, for approval of antenna, transmitter and studio locations.

KVPO Honolulu, T. H.—Granted modification of CP which authorized a new station, for changes in antenna, and changes in transmitter and studio locations, and extension of commencement and completion dates to 60 days after grant and 180 days thereafter, respectively; subject to condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation.

WQAM Miami, Fla.—Granted CP to install a new antenna and mount FM tower on top; subject to condition that permittee will assume full responsibility for adjustment of any reasonable complaints arising from excessively strong signals; will adjust satisfactorily any blanketing or cross modulation difficulties experienced by listeners within the 250 mv/m contour; will reduce power as required by the Commission if such difficulties do in fact occur and it finds itself unable to adjust satisfactorily such difficulties experienced by listeners within the 250 mv/m contour.

KCOW Ellensburg, Wash.—Granted license to cover CP which authorized a new station to operate on 1240 kc, 250 w, unlimited time; Secs. 3.55(b) and 3.60 of rules waived; on condition that a cathode ray oscilloscope will be used to continuously monitor percentage modulation; (b) that frequency checks by an external standard will be submitted to the Commission weekly, and (c) that approved frequency monitors will be installed as soon as such equipment becomes available. Also granted authority to determine operating power.

KATO Reno, Nev.—Same as above except on 1340 kc, 250 w unlimited.

WBKY Lexington, Ky.—Granted CP to specify channel No. 217, 91.3 mc and change power to 2.3 kw, change transmitter and change antenna system in non-commercial educational FM station.

W9XJN Riverside, Ill.—Granted modification of CP for change in power of developmental station from 1 kw to 550 w.

SEPTEMBER 12

BY COMMISSION EN BANC

Acquisition of Control

WAGM Presque Isle, Me.—Granted consent to acquisition of control of licensee corporation from Lester E. Hughes, Mrs. Lester E. Hughes, C. F. Grant, Mrs. C. F. Grant and Ernest A. Trite to Harold D. Glidden and Harry E. Umphrey, by transfer of 68%, or 214 shares, of outstanding capital stock for $5,500.

Program Authority

Mutual Bcstg. System Inc., Chicago—Granted extension of its permit to transmit programs to certain foreign (Canadian) stations for broadcast purposes.

Program Authority

Columbia Bcstg. System Inc., New York—Granted extension of authority to transmit programs to foreign (Canadian) stations for broadcast purposes.

Hearing

WBBW-WABW Indianapolis, Ind.—Designated for consolidated hearing applications for consent to voluntary assignment of construction permit of WBBW and assignment of license of FM station WABW from Associated Broadcasters Inc., to Evansville On The Air Inc.

Applications . . .

SEPTEMBER 6

AM—1410 kc

KQV Pittsburgh, Pa.—Modification of CP which authorized increase in power, install new transmitter and directional antenna for day and night use and to change transmitter location, for extension of completion date.

FM—98 mc

Franklin Bcstg. Corp., Philadelphia, Pa.—CP new FM broadcast station to be operated on + or — 98.0 mc and coverage of 12,395 sq. mi.

AM—1490 kc

WMOC Covington, Ga.—Modification of CP which authorized a new standard broadcast station to change type of transmitter and extension of commencement and completion dates.

AM—1340 kc

WCTA Andalusia, Ala.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1510 kc

Marin Bcstg. Co. Inc., San Rafael, Calif.—CP new standard broadcast sta-

(Continued on page 90)

FCC Box Score

STATUS of new station applications as of Sept. 12:

AM—410 applications pending; 441 in hearing; 305 construction permits issued this year (of which two have been rescinded). **Total standard stations to date: 1,299.**

FM—207 applications pending; 143 in hearing: 519 conditional grants issued this year, of which 236 are now regular construction permits. **Total FM stations: 562.**

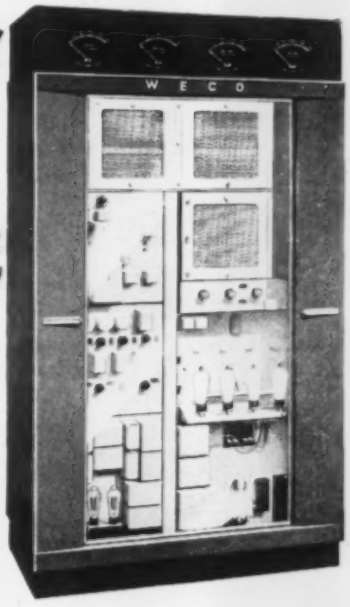
Television—22 applications pending; 25 in hearing, 28 construction permits issued (one CP returned). **Total television stations: 34.**

Here's a beauty!

IT'S THE NEW

Western Electric

1 KW FM TRANSMITTER



It's a beauty in itself—and it's also the driver for the higher powered units in Western Electric's new line of FM transmitters.

The entire new line is designed to give you everything you would like to have in an FM transmitter—unexcelled performance...large, easy to read meters . . . access to components . . . and striking, modern appearance with prominent display of your station call letters.

For details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

ASK YOUR LOCAL Graybar BROADCAST REPRESENTATIVE

The Largest

TRANSCRIPTION LIBRARY

OF

AMERICAN FOLK MUSIC

M. M. COLE CO.

823 S. WABASH AVE.

CHICAGO 5, ILL.

SELL

#1 MARKET

Winston-Salem

Greensboro

High Point

In the South's

#1 STATE

NORTH CAROLINA

via

WSJS

Winston-Salem

for the TRI-CITIES

Representing

HEADLEY REED CO.

KFMB
Sells
SAN DIEGO

San Diego Leads Again! "Sales Management" Index places San Diego SECOND in U. S. percentage of gain in total sales and services. You can reach this market "from within" completely and economically with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery
CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

FCC Actions

(Continued from page 89)

tion to be operated on 1510 kc, 1 kw and daytime hours of operation.

AM—1450 kc

Fred G. Goddard, Hoquiam, Wash.—CP new standard broadcast station to be operated on 1450 kc 250 w and unlimited hours of operation.

Applications Returned:

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation. (Incomplete.)

FM—Unassigned

A. C. Neff, Savannah, Ga.—CP new FM broadcast station to be operated on frequency to be determined by chief engineer of FCC. (Incomplete.)

FM—Unassigned

Joe L. Martinez, Albuquerque, N. M.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 3,600 sq. mi.

Application Dismissed:

Video—76-82 mc

J. W. Birdwell, Nashville, Tenn.—CP new commercial television broadcast station to be operated on Channel 5, 76-82 mc, ESR of 719.4.

Applications Tendered for Filing:

AM—780 kc

Herbert L. Wilson, Rutland, Vt.—CP new standard broadcast station to be operated on 780 kc, 1 kw and daytime hours of operation.

AM—1450 kc

Portland Bcstg. System Inc., Bangor, Me.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1000 kc

Lackawanna Valley Radio, a partnership composed of Dahl W. Mack, James J. Doherty Sr., Eugene L. Burke, Scranton, Pa.—CP new standard broadcast station to be operated on 1000 kc, 1 kw and daytime hours of operation.

AM—940 kc

Dr. Delbert Joseph Parsons, John Edward Harwood and Bill Erin, d/b as Champion City Bcstg. Co., Springfield, Ohio—CP new standard broadcast station to be operated on 940 kc, 250 w and daytime hours of operation.

AM—660 kc

Capital Radio Inc., Columbus, Ohio—CP new standard broadcast station to be operated on 660 kc, 1 kw and daytime hours of operation.

AM—780 kc

McKinney Air Enterprises Inc., McKinney, Tex.—CP new standard broadcast station to be operated on 780 kc, 250 w and daytime hours of operation.

AM—770 kc

George W. Lyles Sr., Russell F. Van Landingham, and George W. Lyles Jr., tr/as Thomasville Bcstg. Co., Thomasville, N. C.—CP new standard broadcast station to be operated on 770 kc, 250 w and daytime hours of operation.

AM—1220 kc

Thomaston Bcstg. Co., Thomaston, Ga.—CP new standard broadcast station to be operated on 1220 kc, 250 w and daytime hours of operation.

AM—1360 kc

WKAT Miami Beach, Fla.—CP to change power from 1 kw day and night to 1 kw night and 5 kw day, remove present auxiliary transmitter, re-install present main transmitter for use as auxiliary and install new transmitter.

AM—1240 kc

Lake Bcstg. Co., Leesburg, Fla.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1140 kc

KGDM Stockton, Calif.—CP to install FM antenna on top of one of the towers of the present directional antenna operating with 5 kw, directional antenna night.

AM—1230 kc

Newell S. Cahoon, d/b as Craig Bcstg. Co., Craig, Col. — CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1400 kc

KOKO La Junta, Col. — Consent to transfer of control from Leonard E. Wilson, Elizabeth M. Wilson, O. C. Samuel and Charles T. Miller to Stanley N. Schultz, B. C. Bulson, L. R. Sanders, James R. Couey, A. G. Mason, R. P. Jones, P. P. Micielson, E. W. Hinkel, W. S. Azar, E. O. Schoembs, Paul E. Whiteside, D. R. Kennedy, B. H. Shattuck and A. V. Berg.

Hearings This Week

MONDAY, Sept. 16, Washington, D. C.

KFVS Cape Girardeau, Mo.—CP 960 kc, 1 kw, DA for night use. Intervenors—Mt. Vernon Radio & Television Co., Midwest Bcstg. Co.

MONDAY, Sept. 16, Washington, D. C.

KTKC Visalia, Calif.—Further hearing on application CP 940 kc, 5 kw DA, unlimited.

MONDAY, Sept. 16, Williamsport, Pa.

Lycoming County Bcstg. Co., Williamsport, Pa.—CP new station 1340 kc, 250 w; **Williamsport Radio Bcstg. Associates, Williamsport, Pa.**—CP new station 1340 kc, 250 w.

MONDAY, Sept. 16-20, Bridgeport, Conn.

Hearings on applications for FM facilities in Bridgeport-Danbury-Stamford area.

TUESDAY, Sept. 17, Washington, D. C.

James A. Noe, Lake Charles La.—CP new station 1230 kc, 100 w.

FRIDAY, Sept. 20, Washington, D. C.

WGTM Wilson, N. C.—CP 590 kc, 5 kw, DA; **WGBR Goldsboro, N. C.**—CP 590 kc, 5 kw, DA; **WFTC Kinston, N. C.**—CP 590 kc, 5 kw, DA night; **WSLS Roanoke, Va.**—CP 590 kc, 1 kw, DA daytime only; **WLVA Lynchburg, Va.**—CP 610 kc, 1 kw, DA; **Virginia Bcstg. Corp., Roanoke**—CP new station 610 kc, 1 kw, DA.

FRIDAY, Sept. 20, Washington, D. C.

Informal Conference on revision of Schedule 13.

SEPTEMBER 6

AM—1240 kc

Jorama-Fer Radio Corp., Caguas Puerto Rico—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

Program Authority

National Bcstg. Co. Inc., New York—Extension of authority to transmit programs to Stations CBL and CBM and other stations under the control of the Canadian Broadcasting Corporation for the period beginning 9-15-46.

National Bcstg. Co. Inc., New York—Extension of authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the United States, for the period beginning 9-15-46.

AM—1230 kc

Howard S. Smith, R. E. Pratt, Howard Hicks, John A. Hicks, and Ross Bohannon d/b as Hopkins County Bcstg. Co., Sulphur Springs, Tex.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1490 kc

Cheyenne Bcstg. Co. Inc., Cheyenne, Wyo.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM—1010 kc

WINS New York, N. Y.—Requesting Special Service Authorization to operate on 1010 kc, 50 kw daytime 10 kw night with directional antenna day and night.

AM—560 kc

Pynchon Bcstg. Corp., Springfield, Mass.—CP new standard broadcast station to be operated on 560 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1010 kc

WLOW Norfolk, Va.—CP to change frequency from 1590 to 1010 kc, operating with 1 kw and daytime.

AM—1200 kc

Frederic LeMieux III and Mrs. Edna LeMieux d/b as Hammond Bcstg. Co., Hammond, La.—CP new standard broadcast station to be operated on 1200 kc, 250 w and daytime hours of operation.

AM—1010 kc

Eurith Dickinson Rivers Jr., Decatur, Ga.—CP new standard broadcast station to be operated on 1010 kc, 1 kw and daytime hours of operation.

SEPTEMBER 6

AM—1400 kc

KHON Honolulu, T. H.—License to cover CP (as modified) which authorized a new standard broadcast station. Authority to determine operating power by direct measurement of antenna power.

AM—930 kc

WPAT Paterson, N. J.—CP to change hours of operation from daytime to unlimited time, increase power from 1 kw day to 5 kw day and night, install directional antenna for day and night use and install new transmitter. AMENDED to make changes in directional antenna.

AM—590 kc

WARM Scranton, Pa.—CP to change frequency from 1400 to 590 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use, and change transmitter location from Dunmore to Scranton.

AM—1530 kc

WJMJ Philadelphia, Pa.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and transmitter location. AMENDED to change transmitter location from Pensauken to Delair, N. J.

AM—1240 kc

Jess M. Swicegood, J. P. Burnett, Lola C. Robison, a partnership d/b as Houston Bcstrs, Dothan, Ala.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1170 kc

Joseph G. Mathews, E. Judkins Mathews, and John C. Mathews, d/b as Southern Bcstg. Co., Montgomery, Ala.—CP new standard broadcast station to be operated on 1170 kc, 10 kw, directional antenna and unlimited hours of operation. AMENDED to make changes in directional antenna and change transmitter location.

WAKR AKRON
First in Listeners!
TOTAL RATED PERIODS*
HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

AM—1060 kc

E. H. Rowley, Glen H. McClain, L. M. Rice and James A. Clements, a partnership d/b as Metropolitan Houston Bcstg. Co., Houston, Tex.—CP new standard broadcast station to be operated on 1060 kc, 1 kw night, 5 kw day, directional antenna and unlimited hours of operation.

AM—1230 kc

WFMR Highpoint, N. C.—License to cover CP which authorized installation of a new transmitter.

AM—1580 kc

WHHT Durham, N. C.—License to cover CP (as modified) which authorized a new standard broadcast station and for approval of studio location. Authority to determine operating power by direct measurement of antenna power.

AM—1020 kc

William F. Butt & Paris G. Singer d/b as The Voice of Thomaston, Thomaston, Ga.—CP new standard broadcast station to be operated on 1030 kc, 250 w and daytime hours of operation. AMENDED to change frequency from 1030 to 1020 kc.

AM—1100 kc

Roy Richards, Robert Tisinger, J. E. Duncan and Thomas Carr, a partnership d/b as Carroll Bcstg Co., Carrollton, Ga.—CP new standard broadcast station to be operated on 1100 kc, 250 w and daytime hours of operation. AMENDED to correct geographic coordinates, and make changes in antenna.

AM—1210 kc

WCNT Centralia, Ill.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1350 kc

WEEK Peoria, Ill.—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter and studio locations and extend commencement and completion dates.

AM—730 kc

KSLO Ogden, Utah—Modification of CP (which authorized a new standard broadcast station) for changes in transmitting equipment for approval of antenna with FM antenna mounted on top and approval of transmitter and studio locations.

AM—1140 kc

KGDM Stockton, Calif.—CP to install an FM antenna on top of one of the present directional towers.

AM—790 kc

Washington Bcstrs. Inc., Spokane, Wash.—CP new standard broadcast station to be operated on 630 kc, 5 kw, directional antenna and unlimited hours of operation. AMENDED to change frequency from 630 to 790 kc, make changes in directional antenna and change transmitter location.

Applications Tendered for Filing:

AM—620 kc

Bruno Shaw, New York, N. Y.—CP new standard broadcast station to be operated on 620 kc, power of 10 kw and unlimited hours of operation.

AM—590 kc

WBAX Wilkes-Barre, Pa.—CP to change frequency from 1240 to 590 kc, power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use.

AM—940 kc

The Advocate Printing Co., Near Newark, Ohio—CP new standard broadcast station to be operated on 940 kc, 250 w, and daytime hours of operation.

AM—1170 kc

KVOO Tulsa, Okla.—CP for changes in directional antenna system.

AM—1450 kc

Merlin H. Smith d/b as Radio Ft. Wayne, Ft. Wayne, Ind.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1570 kc

R. C. Goshorn and R. L. Rose, a copartnership d/b as Alton Bcstg. Co., Alton, Ill.—CP new standard broadcast station to be operated on 1570 kc, 1 kw and daytime hours of operation.

SEPTEMBER 10

AM—1490 kc

WMTW Portland, Me.—Modification of CP, (which authorized a new standard broadcasting station) for approval of antenna and approval of transmitter and studio locations.

AM—1240 kc

WWCO Waterbury, Conn.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type transmitter and for approval of transmitter location.

AM—1400 kc

Mid-Atlantic Bcstg. Co., Atlantic City, N. J.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—620 kc

Newark Bcstg. Corp., Newark, N. J.—CP new standard broadcast station to be operated on 620 kc, 5 kw, directional antenna and unlimited hours of operation. AMENDED to request facilities in part of WAGE.

AM—1260 kc

WNDR Syracuse, N. Y.—Modification of CP, (which authorized a new standard broadcast station) to make changes in directional antenna for night use, change type of transmitter and change transmitter location.

AM—1050 kc

WPAG Ann Arbor, Mich.—CP to install FM antenna on top of present AM vertical radiator.

AM—1340 kc

WMBH Bear Creek Township, Mich.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, approval of transmitter and studio locations.

AM—1090 kc

WMUS Muskegon, Mich.—Modification of CP, (which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna and approval of transmitter and studio locations.

AM—690 kc

WCYB Bristol, Va.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and approval of transmitter location.

AM—880 kc

WRFD, near Worthington, Ohio—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type transmitter for approval of transmitter location.

AM—1060 kc

WCMW Canton, Ohio—License to cover CP permit which authorized a new standard broadcast station and for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1580 kc

WWPA Allentown, Pa.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1050 kc

KFMJ Tulsa, Okla.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, approval of transmitter site and to specify studio location.

AM—710 kc

KTRM Inc., Beaumont, Tex.—CP new standard broadcast station to be operated on 710 kc, 250 w and daytime hours of operation.

AM—1400 kc

KTFS Texarkana, Tex.—Modification of CP, (which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna and transmitter location.

AM—1400 kc

KEBE Jacksonville, Tex.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, for changes in transmitting equipment and approval of transmitter and studio locations.

AM—1110 kc

WALT Tampa, Fla.—Modification of CP, (which authorized a new standard broadcast station) to change applicant's name from W. Walter Tison to W. Walter Tison, tr/as Tampa Bcstg. Co. to change type of transmitter for approval of antenna, transmitter location and to specify studio location.

AM—1400 kc

KBON Elberton, Ga.—Modification of CP, (which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna and transmitter and studio locations.

AM—1340 kc

WKRM Columbia, Tenn.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, change type of transmitter, approval of transmitter location and change studio location.

AM—1470 kc

WMBD Peoria, Ill.—CP to install directional antenna for night use and increase power from 1 kw night, 5 kw day to 5 kw day and night. Make changes in vertical antenna. AMENDED to specify a modified directional antenna system.

AM—1450 kc

KAWT Douglas, Ariz.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

(Continued on page 92)

A proven audience builder, "Baby Days" features a dramatization on *child care* . . . an inspiring talk by Dr. A. S. De Loya, the eminent physician who guides mothers in the important task of providing Baby with a healthy, happy childhood . . . and an intimate question-and-answer period.

And for local color, "Baby Days" has the sponsor's Cherub Club—a select club made up of new-born babes. Tied in with personal publicity and gift certificates for the new arrivals, the Cherub Club makes "Baby Days" a local community topic.

For devoted listenership, inquire *now* about "Baby Days," an Orodel Radio Features production.

For rates, details and audition transcription Write, Phone or Wire

Media Enterprises, Inc.

LONGACRE 5-0382

123 WEST 44TH STREET NEW YORK 18, N. Y

FCC Actions

(Continued from page 91)

AM—1340 kc

KIST Santa Barbara, Calif.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna and for approval of transmitter and studio locations.

AM—1020 kc

KFVD Los Angeles, Calif.—Modification of CP, (as modified, which authorized installation of new transmitter and antenna, increase in power and change transmitter location) to make changes in antenna.

FM—Unassigned

Golden Empire Bcstg. Co., Chico, Calif.—CP for a new FM broadcast station to be operated on frequency to be determined and coverage of 6,075 sq. mi. AMENDED to change coverage from 6,075 to 8,508 sq. mi.

Applications Tendered for Filing:

AM—800 kc

Lawrence Bcstg. Co., Lawrence, Mass.—CP new standard broadcast station to be operated on 800 kc, 1 kw and daytime hours of operation.

AM—940 kc

Radio Springfield Inc., Springfield, Ohio—CP new standard broadcast station to be operated on 940 kc, 1 kw and daytime hours of operation.

AM—680 kc

Mark A. Braymes & Frank Z. Tomerson d/b as Lomar Bcstg. Co., Lancaster, Pa.,—CP new standard broadcast station to be operated on 680 kc, 1 kw night and 5 kw day, unlimited hours of operation and directional antenna.

AM—1310 kc

WDUK Durham, N. C.—Consent to assignment of license to WDUK Inc.

AM—810 kc

Kinston Bcstg. Co., Kinston, N. C.—CP new standard broadcast station to be operated on 810 kc, 1 kw and daytime hours of operation.

AM—810 kc

Josh L. Horne, Rocky Mount, N. C.—CP new standard broadcast station to be operated on 810 kc, 1 kw and daytime hours of operation.

AM—1230 kc

James Roland Brewer d/b as Tell City Bcstg. Co., Tell City, Ind.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

SEPTEMBER 10

AM—1450 kc

Ashbacker Radio Corp., Holland, Mich.—CP new standard broadcast station to be operated on 1450 kc, 100 w and unlimited hours of operation.

AM—890 kc

State Bcstg. Co., Oklahoma City, Okla.—CP new standard broadcast station to be operated on 730 kc, 1 kw and daytime hours of operation. AMENDED to make changes in antenna and change frequency from 730 to 890 kc.

AM—860 kc

Wilbur Courtland Fouts, Nacogdoches, Tex.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation. AMENDED to change frequency from 1230 to 860 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type transmitter, changes in antenna and change transmitter location.

AM—1400 kc

WIRA Ft. Pierce, Fla.—License to cover CP, (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1590 kc

WNMP Evanston, Ill.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1530 kc

Hollywood Community Radio Group, Los Angeles, Calif.—CP new standard broadcast station to be operated on 1530 kc, 1 kw and daytime hours of operation. AMENDED to change power from 1 kw to 5 kw, change type transmitter and change transmitter location.

Applications Tendered for Filing:

AM—740 kc

Paul W. Delehanty, honorably discharged from the armed forces service, with the rank of Sergeant, will operate as individual, Chester, Pa.—CP new standard broadcast station to be operated on 740 kc, 250 w and daytime hours of operation.

AM—1340 kc

Murray Bcstg. Co. Inc., Murray, Ky.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1400 kc

Raymond M. Beckner and Melvin B. Williams d/b as The Royal Gorge Bcstrs., Canon City, Col.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—730 kc

North Montana Bcstg Co., Havre, Mont.—CP new standard broadcast station to be operated on 730 kc, 1 kw and daytime hours of operation.

AM—1340 kc

New Mexico Bcstg. Co. Inc., Gallup, N. M.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

SEPTEMBER 12

AM—1450 kc

WCTC New Brunswick, Md.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—1420 kc

Owensboro on the Air Inc., Owensboro, Ky.—CP new standard broadcast station to be operated on 1420 kc, 1 kw, directional antenna night and unlimited hours of operation.

AM—1340 kc

Murray Bcstg. Co. Inc., Murray, Ky.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1340 kc

WSTV Steubenville, Ohio—CP to make changes in antenna and for erection of FM antenna on top of the AM tower.

AM—590 kc

WBAX Wilkes-Barre, Pa.—CP to change frequency from 1240 to 590 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use.

AM—970 kc

KWBC Fort Worth, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location.

AM—1490 kc

Community Bcstg. Co., Fort Worth, Tex.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—740 kc

WORZ Orlando, Fla.—Modification of CP which authorized a new standard broadcast station, to make changes in directional antenna, change transmitter and studio location.

AM—790 kc

Lake County Broadcasters, Eustis, Fla.—CP new standard broadcast station to be operated on 790 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—1450 kc

Oscar C. Hirsch, Flat River, Mo.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1400 kc

KBIO Burley, Ida.—License to cover CP which authorized a new standard broadcast station and for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

Wonderland Bcstg. Co. Ltd., Redding, Calif.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM—1050 kc

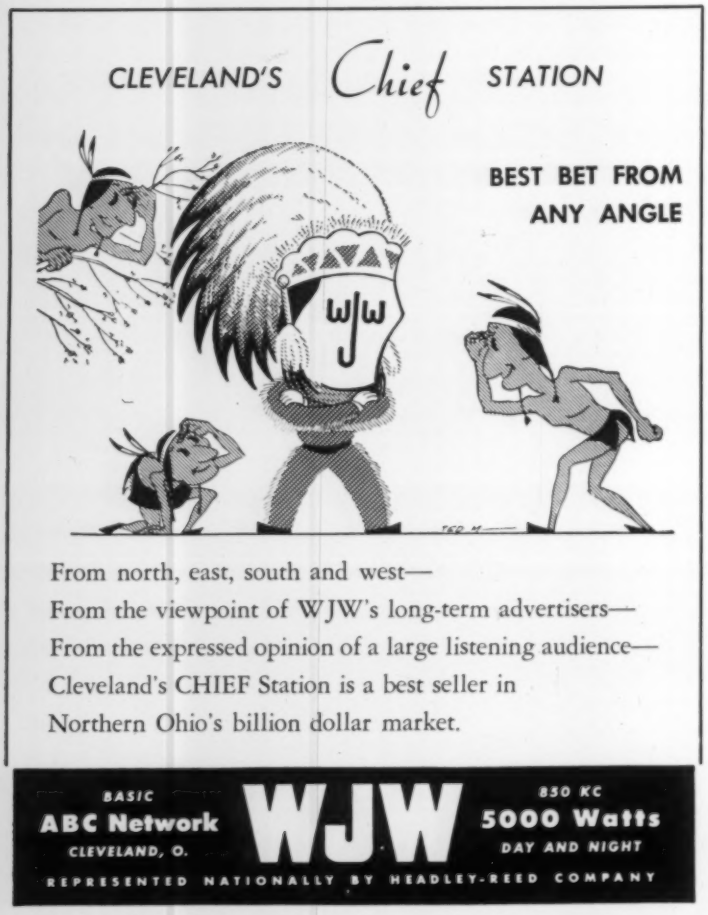
WPAG Ann Arbor, Mich.—CP to increase power from 250 w to 1 kw and install new transmitter.

AM—870 kc

Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—1410 kc

WKBH LaCrosse, Wis.—Request re-instatement of B4-MP-1909, modification of construction permit, for increase in power from 1 kw to 5 kw, installation of new transmitter and directional antenna for night use and change transmitter location, for extension of completion date.



From north, east, south and west—
From the viewpoint of WJW's long-term advertisers—
From the expressed opinion of a large listening audience—
Cleveland's CHIEF Station is a best seller in
Northern Ohio's billion dollar market.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Bricker Interested In Ohio Applicant

Columbus Firm Seeks 660 kc Daytime Outlet with 1 kw

JOHN W. BRICKER, potential Republican Presidential nominee in 1948, is vice president and 25% owner of Capital Radio Inc. which has applied to FCC for a 1-kw daytime outlet on 660 kc at Columbus, Ohio. Mr. Bricker was the Republican candidate for Vice President in 1944.

Associated with Mr. Bricker in the enterprise are John W. Galbreath, Columbus realtor and chairman of the board of trustees of Ohio U.; Edward J. Davis, an attorney employed by Mr. Galbreath; Austin V. Wood, vice president and general manager of the Ogden newspapers (16), which are published in West Virginia and are associated in ownership with WORK Marietta, Ohio; G. Bennett Larson, general manager of WPEN Philadelphia; and S. L. Keller, assistant business manager of United States foreign features division.

Mr. Galbreath is president and has a 25% interest. Mr. Davis is secretary-treasurer but owns no stock. Messrs. Wood and Larson have 16.6% each, while Mr. Keller controls 16.8%.

Mr. Bricker was Governor of Ohio from 1938 to 1944. He is presently the Republican candidate for the Senate from Ohio. Mr. Bricker is a partner in the law firm of Bricker, Marburger, Evatt & Burton.

It was noted in the application that Capital Radio does not contemplate any network affiliation. The firm has an authorized capistock of $100,000 and estimated its construction costs at $40,099. Monthly operating expenses were estimated at $8,680, with an estimated monthly income of $10,800.

New CBS Unit

ESTABLISHMENT of a special documentary unit within the CBS program department to be devoted exclusively to the production of programs dealing with major domestic and international issues and involving special research and preparation was announced last week. The aim of the new documentary unit will be 10 to 12 broadcasts annually. These broadcasts will not be regularly scheduled but will be presented in each instance as soon as possible after the completion of detailed study. Program subjects may range from atomic energy to the Nuremberg trials, the housing crisis, juvenile delinquency or any other problems or issues which deserve widespread public attention.

Now With WNAR

BOB ARDREY, one time program director of WFIG Sumter, S. C., and announcer at WKOK Sunbury, Pa., is now on announcing staff of WNAR Norristown, Pa.

FM Promotion

(Continued from page 18)

its programming for the WHAS clear channel audience."

Other findings in the "FM roll call of CCBS members," Mr. Sholis reported, include:

WHAM Rochester, broadcasting experimentally since 1939 with 3 kw, now has a grant for 20 kw. WLW Cincinnati, operating "intermittently on an experimental basis since November 1940," received a conditional grant for commercial operation last December and has an application pending for commercial FM at Columbus, Ohio.

WSM Distinction

WSM Nashville "rushed completion of its transmitter to achieve the distinction—for what it might have been worth in the pre-Blue Book days of 1941—of getting the first commercial FM license in the nation" (May 29, 1941), and "sold one program to a candy sponsor for a dollar to nail down the title." It undertook an "extensive promotion campaign" and "to provide . . . a distinctive FM program service WSM leased a line from Birmingham to Nashville to carry Blue Network programs for which there was no outlet in Nashville at that time."

WCAU Philadelphia, "first FM station on the air" there, began transmission in November 1941 and used newspaper advertising, announcements on its AM station and direct mail campaigns to promote FM.

FM activities of WGN Chicago, "first AM broadcaster to operate an FM station" in that city, from 1941 to June 30, 1946 involved "an expenditure of $20,800 for equipment, furniture and fixtures, and a net operating loss of $217,000." WGN went on the air with FM in July 1941, emphasized live talent in programming, employed 11 musicians until war needs stopped set production in 1942, "again increased program expenditure (after the war) though receivers were not on the market" and is now broadcasting on both FM bands.

KDKA Pittsburgh started FM broadcasting in April 1942, since last January has been transmitting on both low and high bands, and its licensee, Westinghouse Radio Stations, has been operating FM stations in Boston, Springfield, Philadelphia, and Fort Wayne since 1942.

WJR and KFI

WJR Detroit and KFI Los Angeles held construction permits "which were surrendered under the 1942 'freeze order'." KFI reapplied for a 50-kw station in 1943 and in May this year received special temporary authorization for carrier and voice tests at its site on Mt. Wilson. Awaiting a hearing scheduled this fall, FM "has already expended $90,500" on a building and water supply system at the proposed Mt. Wilson site, and on installation of an auxiliary power system, telephone service and a 250-w transmitter. WJR, after turning in its construction permit, filed for reinstatement in March 1943 and received a conditional construction permit last February.

WOAI San Antonio and WBAP Fort Worth are awaiting FCC action on their FM applications, filed in January 1944 and October 1942 respectively. WSB Atlanta has been operating FM experimentally since 1944, and WLS Chicago, after withdrawing its application for a metropolitan station, is engaged in enginering studies with intention of applying for rural FM.

Lomax Wins Sportscast Election by Coin Flip

STAN LOMAX

ON THE FLIP of a coin Stan Lomax, WOR New York director of sports and veteran sports announcer, became president of Sports Broadcasters Assn., New York, at its first luncheon of the season at the Great Northern Hotel, New York.

Both vice presidents of the association, Mr. Lomax and Jimmy Dolan, who is assistant to Red Barber, CBS sports director, tied in the balloting for president, and flipped to settle it. Mr. Lomax succeeds Tom Slater, former president, who left the sports field to join Ruthrauff & Ryan, New York. Mr. Dolan remains vice president.

St. Louis Office Opened By John E. Pearson Co.

JOHN E. PEARSON Co., Chicago, station representatives, has opened a new office in St. Louis at 915 Olive St. under supervision of Ralph Schulenburg.

Released from the Army after four years of service, Mr. Schulenburg, manager of the new office, has been doing sales work in advertising specialties in St. Louis. He is the son of E. A. W. Schulenburg, vice president and media director of Gardner Adv., St. Louis.

Lambertz to KOAT

WHEN KOAT Albuquerque begins operating this fall, its program director and commercial manager will be Karl Lambertz, who is resigning as production and musical director at WFAA Dallas. Mr. Lambertz, a 20-year radio veteran, is originator of WFAA's *The Early Birds*, among the oldest of breakfast variety shows. Vice president and general manager of KOAT is Merle H. Tucker, well known in southwestern radio.

Pittsburgh Stations Pool Facilities In Covering Threatened Power Strike

ALL FIVE stations in Pittsburgh combined their facilities last week to broadcast important developments in the threatened power strike. While individual stations developed their own features, when there was important news, they broadcast it simultaneously.

When Pittsburgh was first threatened with a citywide strike last February, the five stations—KDKA WCAE WJAS WWSW KQV—coordinated efforts to meet such emergencies with all essential news, commentary and special broadcasts from unions and companies affected. In the past three weeks Harlan Stone, vice president of Duquesne Light Co., spoke to the people of Pittsburgh over all five stations, with KDKA originating his talks, while George L. Mueller, president of the union which had called a strike, originated his broadcasts from WWSW for all Pittsburgh stations.

Mr. Mueller had just announced on the air that the strike would take place at 12:01 a. m. Tuesday, when he was served with a summons ordering him to appear in court Friday in answer to a five-day restraining order issued by Judge Walter P. Smart in Common Pleas Court, at the behest of Mayor Lawrence.

WWSW, whose newsmen had been informed of the restraining order, fed a flash to WCAE KDKA and WJAS. Special broadcasts by Rev. Owen G. Rice, head of Duquesne U. Labor Relations Dept. were fed by WWSW to other stations while talks by Pressley McCance and Mr. Stone, on behalf of the light company, originated at KDKA and were carried by all other stations.

All Pittsburgh stations maintained 24-hour news watches, with WWSW remaining on the air 24 hours daily. Although the strike still was unsettled, depending upon the Friday hearing, workers were at their jobs and Pittsburgh had electric power.

Should it be called, Pittsburgh stations were prepared to meet the emergency with generators. WWSW set up generators at its transmitter to keep the station on the air. KDKA installed a 100 kw Diesel-powered generator at its transmitter and a 10 kw generator at the studios. Listeners in the area affected by a power strike would need battery sets to hear any station, even though the Pittsburgh stations were to continue operations under emergency power.

Gowdy Recovers

CURT GOWDY, sportscaster of KOMA Oklahoma City, has returned to the station following a long illness.

The Key to the El Paso Market
KROD
CBS 600 KC
Represented Nationally by Taylor-Howe-Snowden

CONSTANT RETURNS
HERALD A CHANGE!
NOW 1000 WATTS
SOON 5000 WATTS
Halifax Nova Scotia
Ask
JOS. WEED & CO.
350 Madison Ave., New York

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
W. H. BEECUE
Memphis ☆ E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

IN TOUCH WITH TOMORROW
. . . . IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

NAB

(*Continued from page 20*)

by James L. Middlebrooks, director of engineering. He described the new U. S. Employment Service plan of listing vacancies and availabilities of first class operators [BROADCASTING, Sept. 9].

Lee Hart, assistant director of broadcast advertising, said the Joske's of Texas report covering the 1945 clinical test of radio will be available just prior to the convention. She suggested methods by which small city retailers can use radio effectively. The Joske's report will be issued in sections, the first section covering 90 pages. Full report will cover about 200 pages, with supplements to follow.

Final material for the first section of the report was received last week and has been sent to the printer. NAB moved the printing from Washington to New York because of a threatened printing strike in the capital city.

Engineer Problems

George R. Adair, FCC chief engineer, participated informally in a luncheon discussion Tuesday.

Richard P. Doherty, who assumed office last week as director of the Employe-Employer Relations Dept., invited stations to make wider use of the department's extensive research facilities. The department is conducting research into standard union contracts.

President Justin Miller explained provisions of the Lea Act and its effect on broadcast stations.

Participating in the meeting besides committee liasion members and NAB executives were chairman Pengra; Mr. Grove; Mr. Mason; Glenn Marshall Jr., WFOY St. Augustine; Monroe B. England, WBRK Pittsfield, Mass.; James R. Curtis, KFRO Longview, Tex.; Wayne W. Cribb, KHMO Hannibal, Mo.

Toronto Forum

PROBLEMS of radio production in Canada highlighted the forum luncheon meeting of the Toronto Radio Executives Club at the King Edward Hotel Sept. 11. What to do about Canadian talent going to the U. S., the pros and cons on agency versus freelance producers, full-time production houses as opposed to curb producers who work from agency offices or from their homes, were highlights on the production problems discussed. A panel of production experts answered questions from the club members. On the panel were Rai Purdy of Rai Purdy Productions, George Taggart of Taggart Productions, Hal Williams of Dominion Broadcasting, and Maurice Rosenfeld of MacLaren Adv. Jim Knox, account executive of Ruthrauff & Ryan, club president, was chairman.

Assigned NBC Show

Larry Rhine, Alan Lipscott and Reuben Ship are writing NBC "Life with Riley."

Mon-Yough Grant Made Final; FCC Proposes CP for Gross

PROPOSED GRANT to Mon-Yough Broadcasting Co. for a new station at McKeesport, Pa., to operate on 1360 kc with 1 kw, directionalized at night, was made final by FCC last Wednesday. McKeesport Radio Co.'s application for daytime assignment on the same frequency was given final denial.

The action was taken by the Commission *en banc* at oral argument on 1360 kc cases from McKeesport and Lansing and Kalamazoo, Mich., which originally were consolidated for hearing with a Beaver Falls, Pa., application because interference conflicts would prevent a grant in each of the three areas. When the Beaver Falls applicant, Beaver Falls Broadcasting Co., subsequently withdrew, FCC proposed to grant Mon-Yough's application at McKeesport and that of Harold F. Gross at Kalamazoo and deny the competing applications in each case [BROADCASTING, Aug. 5].

No Exceptions Filed

McKeesport Radio Co., it was pointed out, did not file exceptions to the proposed denial of its application (for 1360 kc, 1 kw, daytime only), and did not present oral argument at the *en banc* session Wednesday. The Commission directed that the McKeesport applications be severed from the consolidated proceeding and that the proposed grant to Mon-Yough and denial to McKeesport Radio be made final.

Mon-Yough is owned by 13 stockholders, with largest interests (22% each) held by President George R. Raikes, former supervisor buyer for G. C. Murphy Co. chain firm, now retired, and Vice President Robert M. Cox, stockholder in Cox Inc., McKeesport dry goods store.

The grant was based on grounds that Mon-Yough officers live in McKeesport and have business interests there, while three of four McKeesport Radio Co. principals do not, and that Mon-Yough proposed fulltime use of the frequency. McKeesport Radio owners: David and Edward Labowitz, of Medicinal Oxygen Co., Pittsburgh, 20% each; Sidney Gottlieb, Pittsburgh attorney, 20%; Stanley J. Kann, who lives at Pittsburgh but has business interests at McKeesport, 40%.

Michigan Phase

Meanwhile, the Commission heard oral argument on the Lansing-Kalamazoo phase of the proceeding. Trading as Southwestern Michigan Broadcasting Co., Mr. Gross, principal stockholder and general manager of WJIM Lansing, received the proposed grant for Kalamazoo (1360 kc with 1 kw, directional antenna at night) over the conflicting Lansing application of Booth Radio Stations Inc., licensee of WJLB Detroit. Proposed decision was based on grounds of better distribution of radio service from a new station at Kalamazoo.

The Commission also heard oral argument on its proposal to grant Corpus Christi Broadcasting Co.'s application for a new Corpus Christi station on 1230 kc with 250 w fulltime and deny the application of R. F. & W. Broadcasting Co. and Howard W. Davis trading as Walmac Co. for the same assignment [BROADCASTING, Aug 5].

Chronicle Publishing Co., Marion, Ind., argued against proposed denial of its request for 1230 kc with 250 w, which was based on grounds of excessive interference to existing stations [BROADCASTING, July 29].

Oral argument on the WJOL Joliet, Ill., renewal application, which FCC threatened to deny because of a free-time contract between the station and A. J. Felman, a former owner [BROADCASTING, July 22, Aug. 12], was postponed until further order of the Commission at Mr. Felman's request. Also postponed was argument on the proposed grant to Lake Erie Broadcasting Co. for 1450 kc with 250 w fulltime at Sandusky, Ohio, and the proposed denials of Sandusky Broadcasting Co. and Bay Broadcasting Co. requests for the same facilities [BROADCASTING, July 8].

ADVERTISED PRICE FOE OF INFLATION

EDITOR, BROADCASTING:

My limited experience in a small southern town indicates that a great percentage of this inflation we are suffering is in part the responsibility of the small wholesaler and retailer. It seems that a great deal of good for the nation as a whole would result if advertisers would use, to the fullest extent, that old tag line of broadcasting that gives the retail price of an article, and cautions the consumer to "pay no more." This may seem like a tiny consideration, but we are fighting a war against prices, and in war, every little thing helps.

I believe BROADCASTING can disseminate this suggestion with the necessary force and with far greater effectiveness than I can.

LARRY S. HATFIELD
Engineer, W O L S
Florence, S. C.

September 10, 1946.

Morris Appointed

JAMES M. MORRIS, for two years in charge of the news and sports programs of KOAC Corvallis, Ore., has been appointed program manager of that station by the Oregon State Board of Higher Education. He has been serving as acting manager of KOAC, state-owned educational outlet, since the resignation of Allen Miller last February to become director of the Rocky Mountain Radio Council.

MORSE DOCUMENTS TO ARCHIVES

FCC Turns Over Historic Papers Dealing with Early Telegraph Development

A FILE of original letters and documents relating to Samuel F. B. Morse's establishment of the first electric telegraph system in the U. S. was turned over to the National Archives by the FCC last Friday.

Extending from 1837-1846, the papers provide fresh background on establishment of the telegraph and its early struggle for existence. Many of them are in Mr. Morse's handwriting.

The file, recently discovered, was originally a part of the Post Office Dept. papers in the 1840s when operation of the first experimental line was a responsibility of that department.

Construction of the Baltimore-Washington experimental line started in 1843. The first news dispatch carried by electric telegraph, FCC pointed out, was a report on the nomination of Henry Clay for President at the Whig convention in Baltimore in 1844; the message was dispatched to Washington from Annapolis Junction (between Washington and Baltimore) because the line had not then reached Baltimore.

The line was formally opened May 24, 1844, with the famous message: "What hath God wrought?" It went commercial in April 1845, with charges fixed by the Postmaster General at one cent for every four characters. Receipts for the first four days were one cent; for the first month, $21.13.

Trucking Strike

(*Continued from page 16*)

Century-Fox, and many of the independent theatres, were taking any spots available to reach moviegoers. WJZ reported the S. R. O. sign right across the board on all its spots, cooperative and participation shows.

WOR had found gold with spots coming in from movies and also from R. H. Macy, which had signed up for the duration of the strike with spots on the *Martha Dean, Bessie Beatty* and *Dorothy and Dick* shows Monday through Friday.

WABC added more money to Bill Leonard's coffers as his show *This Is New York* took on several of the movie companies for spots. WABC's 4:25-4:30 p. m. daily newscasts had Twentieth Century-Fox, United Artists, and Loew's Inc., in a three-way sponsorship.

Most stations added a few girls to their switchboards, simply took the orders from the somewhat frantic time seekers, offered what they could, and by the weekend felt they would be completely filled.

Thursday, WOR New York presented a 15-minute documentary on-the-spot program dealing with the strike situation. The program covered the maritime, trucking and music tie-ups from such points as the waterfront, Holland Tunnel and a grocery store picked at random.

Three Pre-Fight Shows To Be Carried by ABC

A SERIES of three special pre-fight programs will be presented on ABC in advance of the Joe Louis-Tami Mauriello world's heavyweight championship bout Sept. 18 in Yankee Stadium, New York. Harry Wismer, ABC sportscaster will m. c. all three shows.

The first broadcast Sept. 14, 10:45-11 p. m., will originate from "Tami's Corner," Mr. Mauriello's restaurant in New York City, where a Mauriello rally will be in progress.

On Sept. 17, 9:45-10 p. m., another program will feature interviews with boxing experts Don Dunphy and Bill Corum, who will describe the bout, will appear on the show.

The third program, to be aired during the half-hour preceding the fight, will dramatize highlights in the lives of both fighters.

Baseball Contest

WINNER of baseball contest being conducted by KFEL Denver in *Rocky Mountain Sports*, regional weekly, will attend the National League city games of the World Series as the guest of the station.

Hector to Speak

LECTURING on "Developments and Trends in Electronic Tubes," Dr. L. Grant Hector, director of research and engineering of Sonotone Corp., Elmsford, N. Y., will be principal speaker at first fall session of Institute of Radio Engineers, Sept. 20, at the Rackham Bldg., Detroit. Having been research consultant in radio communications and acoustical problems before the war and a former professor of physics at the U. of Buffalo, Dr. Hector will discuss development of production and use of new tubes as well as research advances.

KXL Asks 50 kw

APPLICATION to increase power from 10 to 50 kw with directional antenna was tendered for filing with FCC Thursday (Sept. 12) by KXL Broadcasters, Portland, Ore. KXL now operates with limited time on 750 kc, frequency on which WSB Atlanta is the dominant station. The 50-kw application also contemplates limited time operations. An earlier KXL application for fulltime operation was discussed without prejudice pending a decision on the clear channel question.

Stations Using Treasury Program at Best Hours

ONE-THIRD of the stations airing the U. S. savings bonds transcribed *Treasury Salute* are doing so at the hours of 6 p. m. and 11 p. m. week days or between 1 p. m. and 11 p. m. on Sundays, a recent nationwide survey has shown. Nearly the entire remaining two-thirds use the transcriptions between 8 a. m. and 6 p. m. weekdays with only a scattered few stations reporting its use during late evening or early morning hours.

Since early last June when the *Treasury Salute* changed its format from a wartime to a peacetime theme, the number of stations broadcasting has increased steadily. Brent Gunts, chief of radio for the Treasury Dept., reported in addition to the 925 stations featuring the *American Notebook* the series is being employed extensively by schools and large industrial organizations for presentation over public address systems, making the program probably the most widely broadcast program in the country today, Mr. Gunts said.

WANDERING GOES ON BUT PACE SLACKENS

NOMADIC Americans, whose wandering habits reached record levels during the war, will continue to migrate around the country in the postwar years though on a smaller scale. This prediction is made by the Dept. of Commerce.

In the four wartime years 15 million civilians and 12 million military personnel left their homes, according to an article in the September issue of *Domestic Commerce* by Harry Dreiser, Bureau of the Census.

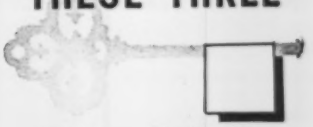
Before the war Americans moved out of their home states at the rate of 1,300,000 a year, mainly from "high fertility areas" in the rural South where the birth rate is high to employment opportunities in the North. Main migratory flow has been from South to North and from North to West. Postwar migration is expected to exceed prewar rates.

The South and Far West will probably constitute a much larger share of the nation's markets than before the war, the Commerce Dept. predicted on the basis of a study of income payments to individuals [BROADCASTING, Aug. 26]. The study showed that the long-time trend towards redistribution of the nation's total income payments in favor of the South and Far West was continued during the war period. This relative growth is attributed to more than average population growth and larger-than-average strides in industrialization.

WMT Football Promotion

NEWSPAPER ads, windshield stickers, air announcements, posters and Shell dealer display contests are promotion media being used by WMT Cedar Rapids, Iowa, to boost U. of Iowa football broadcasts this fall under Shell sponsorship.

THESE THREE

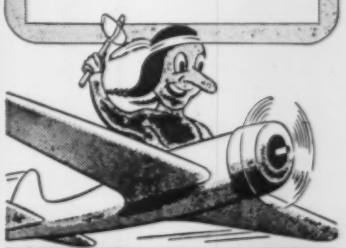


are your Radio Key to the Bright Spot Markets of the East

WTRY
Albany, Troy, Schenectady
WSYR WELI
Syracuse H. C. WILDER New Haven
President

1926 to 1946
20 YEARS SERVING PUBLIC INTEREST in COLORADO
KFXJ
Rex Howell, President
M.B.S. 920 K.C.

GOING PLACES FAST IN IDAHO



KSEI
POCATELLO · IDAHO

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NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
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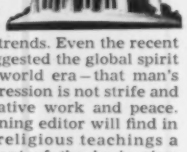
WWL
New Orleans
shouts its shows on car cards throughout the year
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

BAHA'I
A Word to Watch for in World News



UNDERLYING the sensational events which make daily press and radio headlines are infinitely greater world-wide trends. Even the recent war only suggested the global spirit of the new world era – that man's supreme expression is not strife and war but creative work and peace.

The discerning editor will find in the Baha'i religious teachings a clear statement of the basic aims and purposes which will give our time its ultimate significance – the birth of a world civilization able to maintain unity between nations, races, classes and creeds.

Just as the fall of the ancient Egyptian civilization created the setting for the mighty era of the Hebrew prophets, and the collapse of the Greek and Roman cultures nurtured a renewal of faith through the Christian teachings, so can the far greater dislocations of our day point our minds toward a world movement in social principle and spiritual knowledge.

This is the role of the Baha'i World Faith – to re-orient the nations from past struggle to future unity; to equip the adult man and woman with a world view; to justify the deepest hopes of religion with a philosophy and ethics commensurate with the times. For help in understanding world issues, we suggest you acquire a knowledge of basic Baha'i teachings. A brief summary will be sent on request.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Illinois

Large Attendance At CBS Meetings

Three-Day Program Managers Clinics Draw 170

AN ATTENDANCE double that of last year was recorded at the CBS program managers clinics held at network headquarters last week in New York. Registration for the three clinics totaled 170, as against an attendance of 85 last year.

Seventy-five station managers, program managers, production directors and other executives attended last week's sessions, which began Tuesday, continuing through Thursday, with an education directors' meeting on Friday.

Fineshriber in Charge

The clinics were under supervision of William Fineshriber, assistant director of programs; Roy Langham, assistant to the director of programs, and Robert Kennett, manager of program relations.

Talks, determined upon by an advance poll of station executives, were delivered by Davidson Taylor, vice president and director of programs; Elmo C. Wilson, director of research; J. L. Van Volkenburg, general sales manager, Radio Sales; H. A. Chinn, chief audio engineer; Dr. Phil Eisenburg, research psychologist, Research Department; T. D. Connolly director of program promotion; George Crandall, director of press information; Horace Guillote, manager of network operations; Wendell Adams and John Dietz, directors; Herschel V. Williams Jr., director of commercial program development; Gilson Gray, director of editing department; Mr. Kennett; Walter (Red) Barber, director of sports; G. R. Swift, program director of WABC; Robert Lewis Sharon, producer-director; Elwood Hoffman, script editor, Program Writing Division; Dr. Cabell Greet, CBS speech consultant; Oscar Katz, associate director of research, and Tore Hallonquist, chief of Program Analysis Division.

ABC Time Sold

WITH the sponsorship by Kay Daumit of the first quarter-hour of the *Breakfast Club* starting Sept. 2, ABC has completed the sale of all time periods from 9 a. m. to 12:30 p. m., Monday through Friday. All but the first of these periods are now being broadcast on renewed contracts and all but 3 of the 70 quarter-hours are on a full network basis, Fred M. Thrower, ABC vice president in charge of sales, reported last week. The 1946 ABC average morning rating in Jan. 1946 was 5.1, as compared with 2.9 rating in Jan. 1943. The 93% renewal status of American's morning time periods, according to Mr. Thrower, is the result of a continuing program policy put into effect over three years ago when the networks replaced morning serial programs with new forms of radio entertainment.

UAW-CIO Withdraws FM Application For Los Angeles; Others Still Pend

RETRENCHMENT of the United Automobile Worker union's radio plans was seen last week when the CIO affiliate petitioned FCC for permission to withdraw its application for an FM station in Los Angeles without prejudice.

This withdrawal constituted the second such action on the part of the union. Previously UAW-CIO dropped an application for a Newark outlet. The latest petition signed by Jack N. Tucker, of the UAW's Detroit legal staff, did not specify any reason for the action. But union sources said that by withdrawing from Los Angeles, greater effort could be concentrated on FM applications for Cleveland, Chicago, and Flint, Mich. The union, closely associated with the Political Action Committee, has received a conditional FM grant for a Class B station in Detroit.

May Renew

Norman Matthews, executive director in charge of the International UAW's radio activities and director of the union's Chrysler affairs, said the Newark application "would probably be renewed by a local union in the New York area," which is in UAW's Region 1. Charles Carrigan is executive director of that region.

It was also intimated there was a possibility of later re-entry into the Los Angeles FM scene on the part of the union. Presently, there are 20 channels allocated to the Los Angeles area. Under the FCC reservation of Class B channels ruling, four of these will be reserved until July 1, 1947.

Amalgamated Clothing Workers, another CIO affiliate, two weeks ago was granted permission by the Commission to withdraw an FM application for Philadelphia. That union originally sought a Class B station. Commenting on the withdrawals by the two unions, another union spokesman said that "the unexpected high cost of FM and the lack of sufficient receivers on the market for consumer's use" played a role in the unions' action.

SPENCER IS PUZZLED AT GUILD ATTITUDE

IN A LETTER to Dorothy Bryant, secretary of the Radio Writers Guild, A. K. Spencer of J. Walter Thompson Co., chairman of the AAAA Committee on Radio Broadcasting, urged the Guild last week to reconsider its attitude toward a form of contract for the purchase of writers' material [BROADCASTING, Sept. 9) so that the past year's work between the guild and committee would not be "wasted."

Mr. Spencer stated: "We are unable to understand completely your attitude toward this subject (form contract). You seem to be in agreement that there are situations where it is entirely proper . . . to have a purchase form of contract rather than a lease form. Yet you have been unwilling to discuss such a form with a view to recommending it to your membership as an alternate.

"Our committee," Mr. Spencer continued, "hopes sincerely that you may see the desirability of drafting and recommending such a form so that your members and ours may have the benefit of the discussions between our subcommittees rather than having their year's work wasted."

U. S. Shows Take Top Ten Canadian Ratings

UNITED STATES programs, for the first time in many years, were the first 10 leading evening shows in Canada, according to the August national program summary issued by Elliott-Haynes Ltd., Toronto, on Sept. 10. First Canadian show in popularity *Treasure Trail* was eleventh on the list. The ten leading shows were *Alec Templeton*, program rating 17.3, *Fred Waring* 15.7, *Album of Familiar Music* 13.1, *Waltz Time* 11.6, *Ozzie & Harriet* 11, *Music Hall* 10.9, *Green Hornet* 9.6, *Meet Corliss Archer* 9.5, *Big Town* 8.8, and *Theatre of Romance* 8.8.

Leading English-language daytime programs in Canada for August were *Big Sister*, program rating 13.3, *Ma Perkins* 12.9, *Pepper Young's Family* 12.4, *Lucy Linton* 11.9, and *Laura Limited* (Canadian origination) 10.9.

Leading French-language evening programs for August were *Secrets du Dr. Morhanges*, program rating 14.1, *Metropole* 13.1, *Coeur au Tresor* 12.1, and *Leblanc Detective* 9.5. Leading French-language daytime programs in August were *Rue Principale* 19.4, *Jeunesse Doree* 19.0, *Vie de Famille* 17.1, *Tante Lucie* 16.2, and *Quelles Nouvelles* 12.4.

GE Exhibits

GENERAL ELECTRIC Co. will demonstrate its 250-w FM transmitter with GE phase-modulated circuit at the Inter-American Broadcasting Congress, scheduled to open Sept. 30 in Mexico City. It will be the first demonstration outside the U. S., according to C. G. Roberts, manager of electronics and merchandise sales, International GE Co. GE also will demonstrate two-way FM communications, UHF waves and two-way personal plane radio, said Mr. Roberts. Attending the Congress from IGE will be, besides Mr. Roberts, R. P. Davidson, acting manager Electronics Division; R. R. Decker, Advertising & Publicity Division; M. F. Rodriquez, electronics sales engineer.

BMB Movie

BMB is turning to movies to show radio how to use its service. A two-reeler, aimed at agencies and clients, is being made under direction of Harold Young, with Charles Curran associate producer. It depicts values of BMB and follows the theme of BMB clinics. Film is expected to be ready for Association of National Advertisers Atlantic City meeting Oct. 2 and NAB Convention in Chicago Oct. 21-24.

CENSUS FORECASTS 165 MILLION IN '90

POPULATION of the United States will reach a peak of about 165,000,000 in 1990 and start a gradual decline, according to a forecast for the years 1945 to 2000 by the Census Bureau. Forecast was prepared in cooperation with the Scripps Foundation for Research in Population Problems.

Medium mortality, medium fertility and no net immigration are assumed in the estimates, which revise a similar report issued in 1943.

The population peak of 165,000,000 represents an expected increase of about 25% in the 50 years after 1940 as compared with an increase of more than 100% in the half-century prior to 1940. The age composition of the population is expected to continue changing in the direction of increasing proportions in the older age groups and decreasing proportions in the younger are groups.

At present 7% of the population is 65 or over, with 13% expected in this group in 2000. Children under 15 comprise 25%, will fall to 19% by 2000. Thus the median age will increase from about 30 years at present to about 37 years in 2000. According to the forecast there will be 400,000 more females than males by 2000. At present there are about 300,000 more females than males; in 1940 there were 400,000 more males than females.

Accounts Listed

THE NEWLY formed advertising agency, Brad-Vern, Van Diver & Carlyle, New York, last week announced following new accounts, some of which, it reported, will be using radio in the near future: Kiddy's Friend Inc., New York, (boys' clothing firm); Kid Bros. Talks, New York (infants' wear); All State Welding Alloys Co., White Plains, N. Y.; Films Inc., New York; Product Design and Development, New York; Sheet Metal Worker, New York; Plumbing and Heating Journal, New York; Plumbing and Heating Wholesaler, New York, and Oil Paint and Drug Reporter, New York.

Set Buying Trend Toward Consoles

Sylvania Researchers Report Study Results to AMA

SYLVANIA Electric Products presented the how and why of its advertising and consumer research techniques last Thursday to a meeting of the American Marketing Assn. at the Hotel Sheraton, New York.

Speaking for Sylvania were Paul B. Ellison, director of public relations; Frank Mansfield, director of sales research; John P. Waters, advertising manager, and Henry C. L. Johnston, manager of international advertising for radio and electronic products.

Advertising Rings Growth

Mr. Mansfield, in discussing Sylvania's research in radio, said that 58% of the radio set owners had one set each with the remaining percentage owning two or more. The speaker credited the growth of Sylvania to a $100,000,000 a year business to the efforts of the company's advertising men, and also to the technique of using directly in their advertising the results of market research.

Sylvania researchers learned that 90% of the people sampled on the question of how they like the men who serviced their radios answered in the positive: they like them fine. Other facts reported were that the greatest percentage (31.8%) of radio sets last seven years.

The trend, however small at present, in consumer radio buying habits points away from table models to the larger, phonograph-radio console models, the study revealed. Buyer loyalty was found lacking by Sylvania. Radio buyers seldom purchase according to trade name, buying radios more on the spur of instant appeal in styling and what they feel are better buys at the moment of purchase, the company discovered.

UE Leftists Win

LEFT-WING officers of the United Electrical, Radio & Machine Workers of America (CIO) were re-elected by heavy majority at the union's convention in Milwaukee Wednesday. Albert J. Fitzgerald was returned to the presidency for the fifth time by a 3,029-525 vote. His running mates, Julius Emspak, general secretary-treasurer, and James J. Mathes, director of organization, also won by large margins. Harry Block of Philadelphia, whose move to purge the UE of Communists and "subversive elements" was overwhelmingly defeated, was the defeated candidate for president. Other right-wing candidates also lost.

Incentive Awards

CKMO Vancouver, B. C., has introduced incentive awards on a monthly basis for members of all departments in the station. Awards are made for the outstanding work of individuals and are made in the form of cash bonuses, extra holidays, etc.

Finds Lynds

WHEN THE three-year-old son of Fred Lynds, manager of CKCW Moncton, was lost at the circus recently, a call went out over the station. As Lynds rhymes with lions the station had a lot of calls to ask if the three-year-old lion lost from the circus had been found.

WJR Petition Opposes Grant to Tarboro, N. C.

WJR Detroit, dominant station on the 760 kc clear channel, last week petitioned FCC for reconsideration of its Aug. 22 grant to Tarboro (N. C.) Broadcasting Co. for daytime use of the frequency with 1 kw [BROADCASTING, Aug. 26].

The petition argued that WJR would receive objectionable interference from the operation and that the Tarboro grant "also complicates the issues in the clear channel case," making it difficult "if not impossible" for the Commission to decide such questions as whether KJR should be allowed to increase power above its present 50 kw.

KJR asked that the Tarboro grant be set aside and the application designated for hearing with opportunity provided for KJR to participate, or that action on the application be withheld until the clear channel question has been decided.

Canada Video

CANADIANS in Toronto had their first view of television since before the war when the T. Eaton Co., department store, brought television shows daily to audiences in its main Toronto store during the week Sept. 9-14. Fashion shows, interviews, playlets, roller skating, a magician, sporting events and films were shown in a television studio on the fifth floor of the store. Four television receivers on the second floor picked up the show. Difficulties were encountered with Toronto's 25 cycle electric power and telecasts on receivers were badly streaked at times. Television Projects Inc. brought the equipment to Toronto.

CBS Renewals

CONTRACT renewals by Eversharp, Pet Milk and Lever Bros. were announced last week by CBS. Eversharp Inc., Chicago, Sept. 15 renewed *Take It Or Leave It* Sun. 10-10:30 p. m., through The Biow Co., New York. Pet Milk Co., St. Louis, Oct. 5 renews *Saturday Night Serenade*, Sat. 9:45-10:15 p. m. through Gardner Adv., St. Louis. Lever Bros., Cambridge, Mass. (Lux toilet soap and Lux flakes), Oct. 7 renews *Lux Radio Theatre*, Mon. 9-10 p. m., through J. Walter Thompson Co., New York.

We had a Contest

. . . to name a new show!

Announced via our program schedule, it brought entries from agency folks everywhere, distributed bonds and cash among:

Mildred Jennings.....Oakland
James P. Mil'on.....San Francisco
B. B. Schnitzer.....San Francisco
J. James Neale.....Chicago
Robert Collins.....New York

The winner: "Platters 'n' Chatter"

KSFO
San Francisco
UNIVERSAL RADIO SALES
New York Chicago San Francisco
Los Angeles Seattle

"in Louisville IT'S WINN OR YOU LOSE"

BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE
General Manager

FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.
CKNW
NEW WESTMINSTER, B.C.

Editors Offer Free News Pledge to UN

ASNE Asks General Assembly To Adopt Covenant

A COVENANT to establish world freedom of information under which any "government or private monopoly of media of information" would be "inimical to public interest" was submitted Thursday by the American Society of Newspaper Editors for adoption by the United Nations assembly in New York this fall.

Backed by spokesmen for the U. S., Great Britain and China, the proposed covenant was submitted to the UN Economical & Social Council meeting in New York by Wilbur Forrest, president of ASNE and chairman of its Committee on World Freedom of Information. It was handed to Soviet Foreign Minister Molotov in Paris but he has not replied.

Would Ban Control

The program, as outlined by ASNE, would establish the freedom of press principle among all nations and ban government or private power to control media of information, including international shortwave broadcasting. The proposed covenant includes:

(1) Recognition that friendship among nations depends on freedom and exchange of information; (2) public labeling of information paid for in whole or in part by a government, organization or person; (3) recognition that any government or private monopoly of media of information is inimical to public interest; (4) refusal to recognize the right of any government or person to infringe upon, discriminate against or censor information in time of peace.

Meanwhile a simultaneous interpretation system which, if successful, will benefit networks and stations broadcasting proceedings of the UN, was to be tested today (Sept. 16) at the UN Lake Success headquarters.

The system involves wired apparatus. Each participant is provided with earphones and a selector dial. Interpreters, speaking into microphones, carry on a simultaneous translation of the speaker's remarks so that five languages—English, French, Russian, Spanish and Chinese—are available to the listener. By dialing his selector, he may pick the one he wants to hear.

Advantage to Radio

A distinct production advantage to stations or networks broadcasting the United Nations sessions was seen as a possible result of the use of the new system. By selecting the proper language from the wired interpretation system, broadcasters could put any of the five languages on the air.

In the near future tests of wireless apparatus to carry the simultaneous interpretation will be made at UN. In that system, each participant will be provided with a small radio receiver, weighing only one pound.

THESE EXECUTIVES, who concluded negotiations whereby Florida Citrus Commission, through Benton & Bowles, N. Y., sponsors Fred Waring's NBC morning program, Mon., Wed, Fri., are (l to r): Harry C. Kopf, NBC v. p. in charge of sales; David J Kepner, B & B v. p., Florida Citrus account executive; Don Butts, advertising manager, Florida Citrus Commission; Mr. Waring; Atherton W. Hobler, B & B board chairman; William Story, chairman, Citrus Commission's advertising committee; John Schumann, advertising committee member; Ted Steele, B & B v. p. American Meat Institute sponsors Waring program Tues., Thurs.

AFRA Meeting

AFRA will hold its New York local membership meeting Sept. 19 at the Capital Hotel. AFRA delegates to the national convention, held last month in Hollywood, will report on the actions of the convention.

WILK to ABC

WILK Wilkes-Barre, Pa., now under construction, Dec. 1 joins ABC as the network's 217th affiliate. Owned by the Wyoming Valley Broadcasting Co., with Roy E. Morgan as manager, the station will operate full time with 250 w on 1450 kc.

Named by Society

WALTER KING, State Dept. commentator and former OWI foreign service radio executive, has been appointed radio director of the public information department of the American Cancer Society. Attached to the Psychological Warfare Branch of General Eisenhower's Allied Forces Headquarters in Algiers, North Africa, Mr. King announced the broadcast covering French General Giraud's decoration of General Eisenhower.

Strike Cripples Private Stations in Argentina

A STRIKE of Argentine musicians against privately-owned radio stations forced all stations to abandon their scheduled programs last week. Announcers and technicians walked out in sympathy with the striking Radio Telephonic Artists union.

The State Dept. quoted a Buenos Aires shortwave broadcast picked up before the strike as saying the musicians had hired busses in which they planned to tour the stations, staging musical demonstrations outside. The Argentine embassy in Washington said it had no information on the strike.

WAGM Transfer Given Commission Approval

SALE of 68% interest in WAGM Presque Isle, Me., to President Harry E. Umphrey and Manager Harold D. Glidden for $5,500 was approved by FCC last Thursday.

Sellers are Lester E. Hughes, chief engineer; Mrs. Hughes, Mr. and Mrs. C. F. Grant and Ernest A. Trite. Remaining interests divided among some 38 stockholders are not affected by the transfer. WAGM operates specified hours on 1450 kc with 250 w.

Letters Sent

IN ADDITION to sending a letter a fortnight ago to Niles Trammell, NBC president, requesting immediate substantial wage increases for the NBC white collar workers [BROADCASTING, Sept. 9], the United Office and Professional Workers of America (CIO) sent similar letters last week to officials at ABC, MBS and WOR New York.

Receives Award

CHARLES LUCKMAN, president of Lever Bros., will appear on CBS *Lux Radio Theatre* Sept. 16 to receive award from National Safety Council for lower accident rates than any other comparable group during 1945.

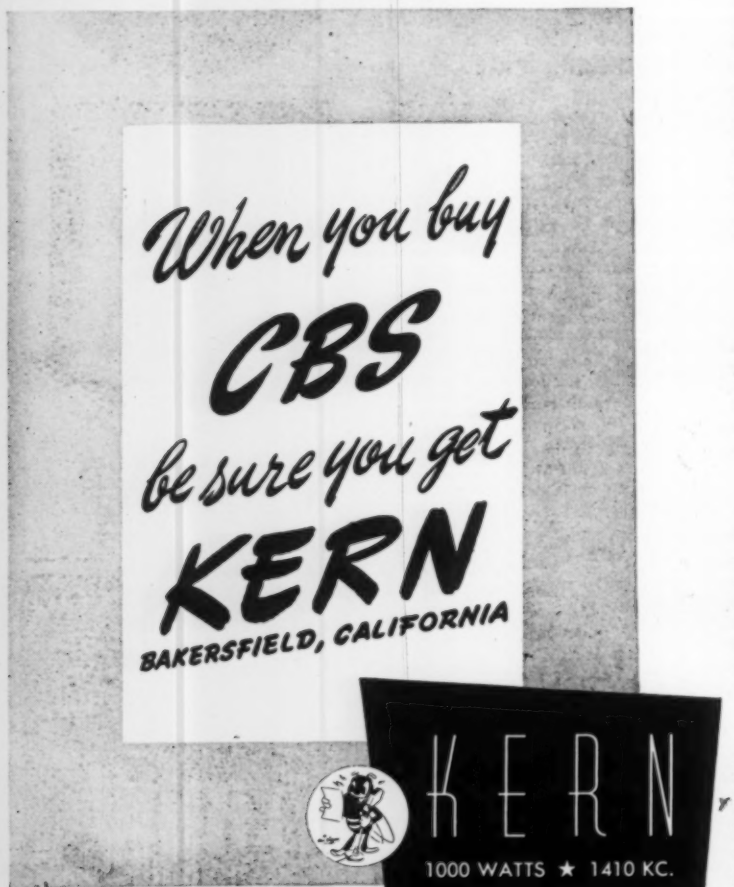
Dividend Declared

A DIVIDEND of 50 cents per share on Western Electric Co. common stock was declared last week at a meeting of the firm's directors. Dividend is payable Sept. 30, 1946, to stockholders of record at the close of business Sept. 23, 1946.

GE's Fiftieth FM

FIFTIETH FM transmitter for broadcast use was shipped last week by General Electric Co. from its Syracuse plant. Production now is at the rate of one a day, it was stated. Purchaser of fiftieth transmitter was Capitol Broadcasting Co., Schenectady, operating WBCA.

CJBR Rimouski, Que., has increased daytime power to 5 kw on 900 kc with installation of new Northern Electric transmitter. Station uses 1 kw nighttime.



Poster Contest

AS A FEATURE of its Fire Prevention Campaign, WTIC Hartford is sponsoring a poster contest in Connecticut schools. All students from the seventh grade through high school may submit posters emphasizing the danger of fire and illustrating precautions to be taken against it. Grand prize poster will win a $100 Savings Bond with $300 in smaller prizes to be awarded to winners in different grade groups. Contest runs from Sept. 15 to Nov. 1.

AFA Chooses Boston

THE 43rd annual Advertising Federation of America convention will be held May 25-28, 1947, at the Hotel Statler, Boston, it was announced last week by Elon G. Borton, AFA president, following a meeting of the Board of Directors. The Advertising Club of Boston, whose invitation was accepted by unanimous vote of the board, will be host.

Crescent Withdraws

REQUEST of Crescent Broadcasting Corp. to withdraw its application left five applicants competing for four now-available channels as the Philadelphia FM hearings got under way last week. Percy B. Crawford and Amalgamated Broadcasting System had requested withdrawal earlier. Remaining applicants: WDAS, WHAT, Unity Broadcasting, Patrick J. Stanton, and Franklin Broadcasting. Charles Hubert, head of FCC's FM Section, was examiner for the hearing and Albert M. Hall was Commission counsel.

Veterans' Discs

TRANSCRIPTION series *It's Good Business to Hire the Handicapped* has been distributed by Veterans Employment Service of U. S. Employment Service through its field representatives. VES agents will deliver 150 pressings, made by NBC Recording, to stations. Series coincides with the National Employ the Physically Handicapped Week Oct. 6-12, proclaimed Sept. 12 by President Truman [see story, page 78]. Program was written and produced by Martin J. Chicoine of USES in Dept. of Interior studios.

Martin Named

EMIL MARTIN, music director of McClatchy Broadcasting Co., Sacramento, Calif., in addition has been appointed program director for the five McClatchy stations. Mr. Martin first joined the organization in 1935, spending nine years with KFBK Sacramento. Later he served as organist on several network shows out of San Francisco for two years. He returned to McClatchy early this year when the program department was established.

Speaker Lauds Brand Names As Symbol of U. S. Freedom

DESTRUCTION of brand names would strike at the roots of American freedom, A. O. Buckingham of New York, chairman of the Brand Names Research Foundation and vice president of Cluett, Peabody & Co., asserted Wednesday night at a dinner in San Francisco honoring 40 pioneer western producers and advertisers.

Sponsored by the Advertising Assn. of the West and the San Francisco Advertising Club, the dinner paid tribute to firms which have produced and maintained brands of goods for half a century or more. It was held at the Palace Hotel.

Symbolic of Freedom

"Brand names are symbolic of our greatest national treasure—our freedom," said Mr. Buckingham. "They represent the freedom to compete for public favor. . . . Destroy brand names and you destroy competition."

Mr. Buckingham, alluding to the brand name as the "public identification" of a manufacturer's product, said it has "promoted higher standards at diminishing costs" with the aid of advertising "which acquaints the public with the merits of the product through picture and the written and spoken word." Advertising, he said, creates demand which requires mass production and from mass production comes more employment and economies which yield better products at lower costs.

Representatives of business firms from California, Oregon, Washington, Utah and Colorado attended the dinner. Vernon Churchill, Portland newspaperman and president of the Advertising Assn. of the West, was toastmaster. Henry E. Abt, managing director of the Brand Names Research Foundation, presented certificates of award to the following:

Porter F. Anderson, advertising manager, J. A. Folger & Co., San Francisco, for brand name "Folger's" for 96 years' service; Walter A. Haas, president, Levi Strauss & Co., San Francisco, for "Levi Strauss," (96 years) and "Two-Horse Brand" (60 years); Louis Ghirardelli, sales manager, D. Ghirardelli Co., San Francisco, "Ghirardelli" (94 years); A. P. James, sales manager, Kingwell Bros. Ltd., San Francisco, "Kingwell" (91 years).

James E. Knapp, president, Pacific Brewing & Malting Co., San Jose, "Wieland's" (91 years); Henry W. Wessinger, president, Blitz-Weinhard Co., Portland, Ore., "Blitz-Weinhard" (90 years); Elias Nasser, president, Napa Soda Inc., San Francisco, "Jackson's Soda" (89 years); R. L. Smith, president, Kuner-Empson Co., Brighton, Colo., "Kuner" (82 years); C. A. Rietz, president, Jos. Wagner Mfg. Co., San Francisco, "Wagner" (79 years); Charles O'Brien Jr., vice president, O'Brien's of Calif., San Jose, "O'Brien's" (78 years); William J. Dibble, sales manager, Pioneer Soap Co., San Francisco, "Queen Lily," (77 years).

Paul Heynemann, manager, Eloesser-Heynemann Co., San Francisco, "Can't Bust 'Em" (68 years); V. V. Ogburn, general manager, Union Ice Co., San Francisco, "Union Ice" (64 years); James Graham, sales manager, James Graham Mfg. Co., Newark, Calif., "Wedgewood" (64 years); Joseph S. Concannon, owner, Concannon Vineyard, Livermore, Calif., "Concannon Vineyard" (63 years); M. A. Mattes, manager, Adv. Dept., Standard Oil Co. of Calif., San Francisco, "Pearl" (61 years); New England Fish Co., Seattle, Wash., "Pillar Rock" (59 years).

C. E. Miller, president, A. Schilling & Co., San Francisco, "Schilling" (59 years); V. J. Curtis, Western States Div. manager, Crescent Mfg. Co., Seattle, "Crescent" (57 years); F. F. White, president, Old Mission Packing Corp., San Diego, "Old Mission" (57 years); James Z. Stewart, sales manager, Shasta Water Co., San Francisco, Shasta Water" (57 years); Charles A. Winsby, Sr., president, Standard Iron Works, San Diego, "Standard Iron Works" (57 years); L. O. Casperson, partner, O. Casperson & Son, San Francisco, "Buttercup" (56 years) "Casperson's" (51 years).

W. A. Newhoff, vice president, Union Oil Co. of Calif., Los Angeles, "Union" (56 years); A. W. Eames, president, Calif. Packing Corp., San Francisco, "Del Monte" (55 years); Willard B. Hage Jr., president, Hage's Ltd., San Diego, "Hage's" (55 years); Irwin M. Lord, production manager, Tubbs Cordage Co., San Francisco, "Cloverleaf" (55 years); O. H. Fischer, president, Union Diesel Engine Co., Oakland, "Union Engines" (54 years); Edmond A. Rossi, president, Italian Swiss Colony, San Francisco, "Italian Swiss Colony" (53 years).

Albert Arnold, sales manager, Rosenberg Bros. & Co., San Francisco, "Ensign" (53 years); H. S. Margetts, general sales manager, W. P. Fuller & Co., San Francisco, "Fuller Paints" (52 years); Carl Max, C. P. Halferty & Co., Seattle, "Pioneer" (52 years); C. Arnholt Smith, president, National Iron Works, San Diego, "Ingle" (52 years); C. M. Bishop, president, Pendleton Woolen Mills, Portland, Ore., "Pendleton" (52 years); T. N. St. Hill, president, Tea Garden Prods. Co., San Francisco, "Tea Garden" (52 years); Stanley S. Langendorf, president, Langendorf United Bakeries, San Francisco, "Langendorf" (51 years); Olympia Brewing Co., Olympia, Wash., "Olympia" (50 years).

Rush Publicity

PUBLICITY for Arlington, Va., centennial celebration at the Watergate, Washington, was sagging badly 24 hours before the event, when Hal J. Miller, an Arlington resident, commentator for the Canadian Broadcasting Corp. and newspaperman, took hold. Mr. Miller took featured soloist Jody Miller (no relation), on a tour of Washington radio stations, and got her on seven programs. Newspapers co-operated with picture spreads, and celebration drew capacity crowd of 10,000. Stations helping were WWDC WRC WOL WTOP WINX WMAL all Washington and WPIK Alexandria, Va.

Close to Tour

UPTON CLOSE, Mutual commentator, Oct. 1 starts two month tour. He will visit Denver, St. Louis, Chicago and New York. His programs will originate from cities of itinerary.

Love a Parade?

Last winter's gigantic and glorious Parade of Visitors to Miami was just "one band" compared to what's coming this year! 1946-47 . . . bigger . . . better than ever! And the parade of NBC and local shows on WIOD will be steppin' right along with the trend . . . so step right in . . . the crowd's waitin'!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E CUMMINGS

WIOD MIAMI

JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

NBC has a RICH NEW PRIMARY AREA in California

KERO Bakersfield

RODMAN RADIO STATIONS
KFRE · KRFM · FRESNO
KERO · BAKERSFIELD ·

CBS Color

(Continued from page 15)

subjects, who were illuminated by side banks of tubular lights and by front flood lights. The live color pickup camera—CBS has only the one as yet—uses an orthicon tube, not the new highly sensitive Image Orthicon which would require much less intensity of light. Otherwise, its elements were all designed and built by CBS engineers.

During the more than two months testing the studio live pickup camera received before Friday's demonstration, parallel tests have been going on with an Image Orthicon tube. As a result of these tests CBS now has under construction Image Orthicon mobile pickup equipment for use in full color broadcasting of outdoor sports events and other out-of-studios pickups. CBS officials said that this remote equipment is scheduled for operation by the end of the year.

Asked about the network's plans for regular programming of color television, Adrian Murphy, CBS vice president, said that CBS is working with the color video committee of the Radio Technical Planning Board and expressed the hope that before the end of the year standards for color broadcasting would be ready for presentation to the FCC.

Dr. Peter C. Goldmark, director of CBS engineering research and development, who has directed the network's color television activities from their beginning in 1940, said that the results of six months of field tests are now being tabulated, will be disclosed at the National Electronics Conference the first week of October in Chicago.

Cost Not Prohibitive

Worthington C. Miner, manager of the network's television department, who conducted the demonstration, said that it was estimated that when color receivers are made in quantities of 50,000 or more their cost will run 10 to 15% above that of black-and-white sets. He predicted, however, that the demand for color sets would be so great that their price would soon be radically reduced. Bendix Radio Corp. has just begun the manufacture of 75 sets for CBS and other prospective color broadcasters, he said. Demonstrations of color television to the general public are "not far away," Mr. Murphy said, but declined to say anything more specific at this time.

Frank Stanton, CBS president, in a statement issued today (Monday) said, "This live color television pickup for the ultra-high frequencies more than measures up to our most optimistic hopes. Once again, we have convincing empirical answers to the theoretical questions raised in certain quarters concerning the practicability of color television as a broadcast service. This latest evidence clearly reaffirms our opinion, based on extensive experience with live color television pickup before the war, that full color is superior in every respect to black and white pictures."

To conserve the time of its laboratory staff, CBS does not plan a regular series of live pickup demonstrations now, Mr. Stanton said. He pointed out that when the film demonstrations of color broadcasting were started last January CBS planned 30 showings over a two-week period, wound up by giving almost 200 over several months to satisfy the demand. A number of demonstrations were given last week, however, including one to an FCC delegation.

Camay Line-Up

ADOLPH DEUTSCH has been signed as musical director, and Bill Hampton, script writer of new CBS Camay program starting Oct. 5 for Procter & Gamble Co. Bernard Dudley has announcer assignment with Frank Woodruff producing. Hedda Hopper is to be featured with Hollywood film-radio news. Dramatic portion of initial broadcast will star Ray Milland and Ann Todd in adaptation of the film, "The Seventh Veil." Pedlar & Ryan, New York, has soap company account.

'McGee & Molly' Back

S. C. JOHNSON & Son, Racine (floor wax), Oct. 1 resumes *Fibber McGee & Molly* on 143 NBC stations, Tues. 9:30-10 p. m. (EST). Featuring Jim and Marian Jordan, program is announced by Harlow Wilcox with Frank Pittman producer. Don Quinn and Phil Leslie are writers. Agency is Needham, Louis & Brorby, Chicago.

Listerine Adds

LAMBERT PHARMACAL Co., St. Louis (Listerine), has added WRVA Richmond, Va., and WBT Charlotte, N. C., to its list of stations carrying *Quiz of Two Cities* program. With contract placed by Lambert & Feasley, New York, program started Sept. 12 in Thurs. 7-7:30 p. m. period. Lambert has been sponsoring the quiz show since March 1944 and with addition of WBT and WRVA is presenting show on 24 stations.

Philco To Keep WPTZ

REPORTS that Philco Corp. will sell WPTZ Philadelphia, television station, are "wholly without foundation and contrary to fact," E. B. Loveman, Philco vice president in charge of television broadcasting, said Wednesday. He said the station is embarking on a more elaborate and intensive television broadcasting program.

On Permanent Staff

HOWDEE B. MEYERS and James Aldrich Jr., who recently joined NBC Chicago news and special events staff as vacation replacements, have been assigned as permanent members of the staff. Mr. Meyers has been named assistant in charge of special events to William Ray, manager of the department.

Afternoon Interviews

TITLED "Have a Coke With Andy," new Tuesday afternoon program started by WRHI Rock Hill, S. C., interviews and chats with customers at local Blue Mirror Grill. WRHI pays check of each person interviewed. Program is conducted by George Cobb.

Ballin Continues

BOB BALLIN, vice president of Ruthrauff & Ryan, Hollywood, will continue to produce NBC "Jack Benny Show" under special arrangement. Program resumes Sept 29, Sun., 7-7:30 p. m. (EST), for American Tobacco Co. whose agency is Foote, Cone & Belding.

Breakfast News

CKMO Vancouver, B. C., is presenting a breakfast table edition of the news 7:45 a.m. daily. As an aid to listeners news is combined with time signals given throughout the newscast. Program is edited to wind up with a news oddity guaranteed to leave the listeners with a smile.

Crone Joins CKEY

BILL CRONE, former announcer of CJAD Montreal, has joined the announcing staff of CKEY Toronto.

Switches to CJKL

WES BAULDRY, formerly of CKGB Timmins, is now with CJKL Kirkland Lake, Ont., commercial department.

Heads KFRO Sales

BRYAN BISNEY, former account executive of CKEY Toronto, has joined KFRO Longview, Tex., as commercial manager.

Quaker Switch

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), Sept. 16 switches sponsorship from the second to the first half of "Ladies Be Seated" when the participation show moves to its new period 3-3:30 p.m. (EDT) on ABC. Agency is LaRoche & Ellis, New York.

Chertok Named

JACK CHERTOK, head of Apex Film Corp., has joined *Los Angeles Times* television setup as director of films. Winner of a number of awards for his film shorts, Mr. Chertok formerly had been MGM director of shorts for 18 years. He will continue to be active in Apex.

"Here Comes Harmon"

Radio's outstanding sports program featuring TOM HARMON will be heard for 13 weeks commencing September 26th on Station

K X Y Z
Houston, Texas

sponsored by
KRUPP and TUFFLY
Houston's Leading Shoe Store

TOM HARMON
Most sought after pro-football player in 1946. A radio broadcaster with football "know-how"

Many major markets have been sold including: Chicago, New York, Detroit, Philadelphia, Los Angeles, San Francisco, Louisville, Indianapolis, Kansas City, St. Louis, Buffalo, Miami, New Orleans, Atlanta, etc. A big league transcribed sports program available at reasonable cost. Deadline, September 21st, Phone us, collect—today!

A Vick Knight Package produced and distributed by

Criterion RADIO FEATURES, INC

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

CKEY Blocked Programs a Success

Advertisers, Audience Rating, Show Large Increases

BLOCKED programs on which the advertiser only can buy availabilities are having phenomenal success on CKEY Toronto, one of four stations in Canada's second largest city and major market in the Dominion. Blocked programs have brought the station from a low audience rating to top daytime popularity rating according to surveys made in recent months by Elliott-Haynes Ltd., Toronto research firm. Advertisers also have been attracted to the station in numbers and leading American operators are beating a trail to CKEY to see how the Toronto station functions.

CJAD new 1 kw station in Montreal has recently adopted a similar blocked program technique.

Blocked programs went into effect on CKEY shortly after its change in ownership [BROADCASTING, Aug. 28, 1944], when 32-year-old Jack Cooke became president of the former CKCL after having paid a record price of $500,000 for the 1 kw station. Mr. Cooke had planned and tested blocked programs in other Canadian areas, primarily in Northern Ontario and Quebec as general manager of Northern Broadcasting & Publishing Co., operating a chain of stations in the mining country. He was certain that listeners did not want the program they were listening to changed every quarter hour and that they would rather have one or two hours of solid program continuity. CKEY blocked programs run day and night except during the 7:30-11 p.m. period.

News Every Hour

With the exception of these evening hours which primarily use live or network shows, all programs on the station are recorded. The station is not directly affiliated with any American or Canadian network but takes shows from NBC, American and MBS. Plans call for many well-known network programs for the evening hours, as well as extension of station-produced and controlled programs.

Firstly the station uses news on the hour every hour. Most of this news is sponsored, including periods after midnight. Starting at 5 to 7 a.m. first blocked program is *Say It With Music* which carries participating advertisers. From 7 to 9 a.m. is the *Musical Clock* with participating national and local advertisers. The next hour is the *All Time Hit Parade* with participating advertisers. From 10 a.m. to noon is *Make Believe Ballroom* with national advertisers buying quarter-hour periods.

From 12 noon to 1 p.m. is sold in quarter-hours and newscasts to various local and national advertisers with musical programs. The next blocked period starts at 1 p.m. for an hour, *The Pops Concert*, followed for two hours by *Mickey Lester Show* which segues into a swing program at 4 p.m. called *Club 580* for high school students who flock to the station. For half an hour a variety program *Studio Party* follows, and at 5:30 *Make Believe Ballroom* for a two-hour session with national advertisers buying quarter hour periods. From 11 p.m. to 6 a.m. there is a solid musical program, with the only breaks being for news and the first hour when light chatter and comedy are spotted between recordings. Advertising is carried on all programs.

Good Taste Rules

Except for the evening hours sponsors have no control over programs, only over copy in their commercials, and these must meet rigid Canadian good taste rules. Mr. Cooke allows only one, rarely two commercials on any quarter-hour program, and only one on the *Make Believe Ballroom* quarter-hour periods. He also has an arrangement with sponsors now where CKEY staff writes all commercial copy for the advertiser's approval. Only live commercials are allowed on the major blocked program periods. There are no spot announcements on any station breaks, only one 20-second flash at each break. News sponsors, under Canadian Broadcasting Corp. regulations, may not break in with commercials in the center of the newscast. They can use the spot before and after a five-minute newscast, but cannot buy the program.

Results from the listener and audience standpoint have brought CKEY to the first position on audience from 9 a.m. to 8 p.m. CKEY uses 5 kw compared to the other 5, 10 and 50 kw stations in Toronto. From a revenue standpoint blocked programs have made the station one of the top revenue producing stations in Canada since many small local advertisers have been replaced by national advertisers. Accounts include Imperial Oil, Procter & Gamble, Forhan's, J. B. Williams, Robin Hood Flour Mills, Imperial Tobacco, Goodyear Tire, National Drug & Chemical, A. Wander Ltd., Lyman Agencies, International Associated Products, Dr. J. O. Lambert, D. L. & W. Coal Co., Vick Chemical, Dodd's Medicine Co., Carter Products, Wildroot Ltd., Premier Shirt, Daglish Ontario Ltd., Canadian Silk Products, Dr. Chase, Tuckett Ltd., F. W. Fitch Co., Pacquin, Philadelphia & Reading Coal, Tangee Products, Coronet Magazine, Lever Bros., Sun Oil Co., Canadian Canners, Dalton Foods, Household Finance, Canadian government departments, as well as many local accounts.

CKEY uses a staff of 65 to keep its programs varied and entertaining for all its blocked periods.

Mel Allen Signed

MEL ALLEN, sports announcer who during his wartime military service was known in the ETO as the "Sports Voice for Armed Forces Radio," will do the oral account of the Columbia U. home football games this fall as they are telecast by WCBW New York (CBS) under Ford Motor Co. sponsorship. Agency is J. Walter Thompson Co., New York.

Cross Joins Agency

BRADFORD K. CROSS, released from the Navy and formerly with McKee & Albright and N. W. Ayer & Son, has joined Gray & Rogers, Philadelphia, as account executive.

Jantzen Names

JANTZEN S. A. ARGENTINE, manufacturer of Jantzen swim suits, has appointed McCann-Erickson's Buenos Aires office to handle advertising of its products in that country.

Gunzendorfer Teacher

WILT GUNZENDORFER, manager of KROW Oakland, Calif., will conduct 15-week course in Radio Advertising and Selling at U. of California Extension starting Sept. 20.

Kyser Back

KAY KYSER Sept. 18 returns to the *College of Musical Knowledge*, Wed. 10 p.m. on NBC, after a seven week vacation. Program is sponsored by Colgate-Palmolive-Peet Co. through Ted Bates Inc., New York.

Bergen Cast on Tour

EDGAR BERGEN and entire cast of NBC *Chase & Sanborn Show* leave Hollywood Oct. 14 for a tour of the country. Broadcasts will originate from Kansas City, Chicago, New York and Atlanta.

Baker to P&G Show

KENNY BAKER Sept. 30 starts on the *Glamour Manor Show* Mon. through Fri. 12-12:30 p.m. on ABC. Show is sponsored by Procter & Gamble, Cincinnati, through Benton & Bowles, New York, for Ivory Snow.

Quade Joins WJHL

WARREN QUADE, formerly with WCAP Asbury Park, N. J., has joined the announcing staff of WJHL Johnson City, Tenn.

Veterans Rejoin NBC

FOLLOWING veterans have returned from the armed forces to NBC: Francis Connolly to engineering department, Stephen Kanych to general service, John Williams to the international department, and Lester MacGregor to sound effects.

Winther Joins WTCN

HAROLD WINTHER has joined the sales department of WTCN Minneapolis.

Covering Ohio's 3rd Market

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

BEST 50,000 WATT BUY OF THE WEEK

Robert Q Lewis

Sensational young disc jockey with a unique sales-pulling personality. Available Participation Basis.

5-6 pm • 9-10 pm weekdays

WHN NEW YORK

Represented by RAMBEAU

NBC ON 590 KC

RADIO WOW 5000 WATTS OMAHA

WRITE, WIRE OR PHONE

JOHNNY GILLIN

OR JOHN BLAIR

By actual survey

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

Wanted—Traffic clerk. Man to work in traffic department. South Atlantic regional station. Tell all first letter. Box 877, BROADCASTING.

Program director with previous major market experience. Must know all phases of job and be able to direct others. Highest references as to ability and character required. Salary open. Leading network regional. Box 879, BROADCASTING.

Metropolitan Ohio station, CBS, 5 kw, has opening for experienced promotion director. Excellent position for man wishing to settle down permanently. Good salary and the best of working conditions. Send complete details. Box 886, BROADCASTING.

South Georgia station needs three engineer-announcers. Box 893, BROADCASTING.

New England station has opening for salesman . . . draw against 15% commission . . . good opportunity . . . one station in market. Box 895, BROADCASTING.

Chief engineer—position now open with 250 watt network station. Developing plans for metropolitan FM installation. Owners operate several other stations. Opportunity unlimited. Please give complete details in first letter and personal interview will be arranged. Box 897 BROADCASTING.

Wanted—North Carolina station needs two first class combination engineer announcers, record shows, ad-lib, sports. Also woman office manager and continuity writer. Send full details and salary desired to Box 899, BROADCASTING.

Have permanent position for woman who can qualify as Woman's Program Director. Radio voice and experience mandatory. Must write good copy, enjoy meeting public. Excellent opportunity for right person. Send qualifications and picture to Post Office Box 2911, Tucson, Arizona.

Two transmitter operators with first class tickets wanted at once. KHMO, Hannibal, Missouri. Address full particulars to Ben Parrish, Chief Engineer.

$50.00 per week for two experienced combination announcer-operators with first class ticket. Opportunity in progressive MBS station. Write or wire WLAT, Conway, S. C.

Openings—Operator-announcers, salesmen; women producer-announcers. RRR (agency), Box 413, Philadelphia.

First class operator wanted. No announcing. Hours and pay better than average job. Contact Manager, WALB, Albany, Ga.

Wanted—Experienced radiotelephone operator for new 250 watt station. Start $45.00 per week. Housing assured. Write John H. Biddle, WHUN, Huntingdon, Penna.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

New owner of local midwest network affiliate needs complete staff to operate, after FCC approval of transfer. Positions open include manager, engineers, continuity and announcers. All inquiries kept confidential. Send background material to Box 917, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Engineer-announcer willing to work at both in a progressive young southern station. Write fully, giving experience, salary expected, and photo. Box 913, BROADCASTING.

Two announcers wanted—One commercial, other commercial-disc jockey; no combination work, $50 start for right men. Voice quality primary, experience secondary, prefer single veterans. Send complete details, photo, first letter. New southeastern network 100,000 metropolitan going on December 1. Box 912, BROADCASTING.

Good announcer with first class phone license wanted by intermountain 5 KW NBC affiliate. Opportunity for advancement and to apply ability. Substantial salary. KGIR, Butte, Mont.

Radio Announcers, producers, writers and other artists are needed immediately. Send transcription, picture and details to Linton J. Sawyer, Radio Productions, 603 Dekum Building, Portland 4, Oregon.

Top-notch announcer needed immediately. Must do a good selling job on the air. Send qualifications, salary requirements to Gordon Lewis, Program Director WPOR, Portland, Maine.

Wanted—Time salesman for modern new midwest regional station. Opportunity to grow with progressive organization in pleasant prosperous city. Send qualifications, photo to Box 910, BROADCASTING.

Wanted—First class operator for modern midwest regional AM-FM station. Permanent position; ideal working conditions. Send photo, qualifications to Box 909, BROADCASTING.

Key Management Personnel—New major network station under construction in Honolulu now completing selection of key management, sales, and program personnel. Submit full experience, references, family data, and anticipated salary in application. Box 915, BROADCASTING.

Situations Wanted

Chief Engineer—fifteen years experience design, construction, installation and FCC procedure up to 50 kw. Family. Best references. Box 804, BROADCASTING.

Engineer—Seventeen years broad experience including FM and radar. Qualified as a chief engineer. Box 859, BROADCASTING.

Transmitter engineer, now employed at 1 kw CBS affiliate will consider chief engineer's or operator's position within 300 miles Pittsburgh. Married, 35, first class phone and telephone, dependable, competent. Box 865, BROADCASTING.

Manager—Good salesman, promotion minded. Technical background, first class license. Now managing successful independent. Major network experience. Box 871, BROADCASTING.

Qualified announcer, 24, Harvard grad., ex-officer. 3 years college radio exec. Drama, comedy, background. Expert business management; can sell. Flare for writing. News, play-by-play sports a specialty. Salary secondary consideration. Box 880, BROADCASTING.

Sales manager-program director, 4 years N. Y. radio, college grad. Wants job in town of 300,000 or larger. What have you to offer. Box 881, BROADCASTING.

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy layout, production techniques. Replies in strict confidence. Box 884, BROADCASTING.

Doggone good mail pull announcer wants job with greater opportunities. Box 887, BROADCASTING.

Assistant manager? Programming? Production? Need a man who really knows his way around a radio station from mike to office management, rural and met operation? A loyal, level-headed, hard worker with plenty of experience, interested in change of job where he can earn his security and raise his family in decent surroundings. Box 888, BROADCASTING.

Situations Wanted (Cont'd)

An announcing natural. Qualified and radio school-trained beginner. So much creative imagination am almost psychic. With station association assure you I will give prolific and polished expression in a short time. Veteran, 42. Disc, photos and character reference letter available. Box 889, BROADCASTING.

Program man—continuity editor—experienced, good background, creative, commercial. Ex-Army officer. Box 890, BROADCASTING.

Program director-announcer. 4½ years experience affiliate, independent. Presently staff announcer, music director. Desire responsible, secure, permanent position. AB, family, 30. Ex-Army pilot. Prefer southeast. Will consider anywhere. Box 891, BROADCASTING.

Announcer—All around man. Experienced in newscasting, editing, narration, acting, and all phases of production, direction, and writing. If you have the opening, I can fill it. Box 894, BROADCASTING.

Short announcing staff? I am twenty and have 18 months experience. Current position offers no further advancement, therefore, desire to make change. Knowledge of control operation, continuity writing and programming. For complete information, references and transcription write Box 896, BROADCASTING.

One man mail-pull act. Cowboy singer-announcer. Also topnotch barndance emcee. Proven mail-puller. Box 900, BROADCASTING.

Announcer, single, 25. Can handle programming, selling, script and copy, production, promotion. Employed two years by same station as program director and assistant manager. Will go anywhere on Pacific Coast. Box 901, BROADCASTING.

Ah is available! Veteran announcer stymied in present job wants production or writing spot. 8 years in commercial radio. College graduate. Single but promised. Have read both Frederic Wakeman and Charles Siepmann. Still think radio is here to stay. Box 903, BROADCASTING.

Not the best announcer in the world but experienced, capable and dependable. Box 904, BROADCASTING.

Announcer - writer: Veteran, radio trained in A1 school; two years eastern newspaper experience; eligible G.I. Bill, if desired; travel anywhere! Write or Wire: Lee Arnold, 937 South Citrus Ave., Los Angeles 36, Calif.

Looking for a 'Man Friday'? Announce, write continuity, traffic, hold first class license. Thorough knowledge music and languages. Prefer small station in northeast, where I can pitch in and work at all phases, looking to eventual production or sales. College, single, Army vet. D. M. Olds, 3426 Dekalb Avenue, New York 67, N. Y.

Announcer-continuity writer. Ex-Marine, young, single. Leading radio school training. Willing to travel anywhere. Reliable, ambitious, conscientious. Will submit audition disc and copy. Frank Stevens, 198 Vernon Avenue, Brooklyn 6, N. Y.

Available — Qualified — Managers, engineers, announcers. RRR, Box 413, Philadelphia.

Promising announcer - writer. Eight months experience. 2½ years college. Had show in Army. Since discharge took courses at School of Radio Technique, Radio City. Will travel. Young, reliable. Recording available. Carl R. Moodey, c/o BROADCASTING, 250 Park Ave., New York 17, N. Y.

Transmitter engineer: First class ticket. Seven years experience in construction operation and maintenance of radio equipment. Have operated and maintained 5000 watt directional stations: Have car: Willing to travel: Prefer Southern location: Salary open. Box 906, BROADCASTING.

Sports announcer—Play-by-play, commentary, all sports. Background in publicity and promotion. Single, 30, veteran, now employed. Box 907, BROADCASTING.

Attended School of Radio Technique, N.Y.C. Ambitious. Desire job as radio announcer in any small station for experience. Age 25. Veteran World War II. Lorne W. LeBlanc, 129 Hooker Avenue, Poughkeepsie, N.Y.

Situations Wanted (Cont'd)

Announcer—Veteran, better than five years experience all phases. Network acting, staff announcer, platter shows galore, ad lib interview, remotes, news. Ex-AFN chief announcer. Box 908, BROADCASTING.

Announcer: 24, single, free to travel. Two years experience Armed Forces radio as announcer, actor, continuity writer and vocalist with bands. Capable disc jockey with wide knowledge of music, classical and popular. Can handle news and sportscasts. Box 911, BROADCASTING.

OPPORTUNITY

Commercial Manager

with ability to sell regional accounts

ALSO;

Announcers
Play-by-play sports
News and ad lib
1 kw station

Box 882, BROADCASTING

FOR SALE—Leading 5 kw Havana low frequency regional and associated 1 kw international short waver. Maximum allowed power 10 kw. Well established audience and commercial clientele, good record of earnings. Suitable as leading US network outlet. Complete staff and management. Modern facilities including audience theater. Priced at substantially under $100,000 including cost of required 10 kw construction. Principals only. Reply American Representative

Box 905, BROADCASTING

EXPERIENCED COMMERCIAL MANAGER

Available in near future. Background includes 15 years local and national selling. Best national agency connections. Excellent record with $100,000 billings last two years. Reason for leaving present job—change of ownership. Interview at your convenience.

BOX 883, BROADCASTING

SALES EXECUTIVE

Young, aggressive, presently employed large eastern market. Proved sales ability. Nearly fifteen years experience all phases broadcasting and allied fields. Commercial and creative. Familiar agency procedures as well as station, networks. Offers, whether salary, commissions or combinations, must equal or exceed $15,000.

Reply Box 885, BROADCASTING

AN INVESTMENT OPPORTUNITY

A newly-organized transcription house desires to contact parties interested in supplying financial support in return for proportionate share of stock. Complete production facilities plus a wide variety of proven commercial shows available. Auditions supplied upon request. Box 845, BROADCASTING.

EQUIPMENT FOR SALE

New air conditioning unit. Yorkaire model 335 SA, 2½ ton capacity, 3 HP Westinghouse compressor motor, 1½ HP Westinghouse fan motor. Complete unit ready to operate. 58" wide, 54" deep, 27½" high. Never been used. Sell at cost. Inquire Box 902, BROADCASTING.

Situations Wanted (Cont'd)

Three years with five kw announcing programming and librarian. Vet, employed as announcer on P.A. with audience of 20,000. No future there so desire change. Available now. State Salary. Frank Young, 2220 South 59th Avenue, Cicero, Illinois.

Commercial manager—As executive salesman of one of the foremost regional networks, I am familiar with the sales and programming plans that make for profitable as well as audience building operation. Excellent record of earnings and contract renewals, good merchandising background and prolific in ideas. Leaving present position because of change of ownership. Box 916, BROADCASTING.

Manager or assistant manager—Program director position in deep south or Florida desired by veteran, 33, married, 8 years broadcast experience, 5 years army communications, first class phone license, highest references, employed, will consider investment. Box 914, BROADCASTING.

For Sale

For Sale—A complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

For Sale—One Collins 26C limiting amplifier. Perfect condition. $150.00. Box 834, BROADCASTING.

For sale: 250 watt complete transmitter taken out of service Sept. 10. Ready for immediate delivery. KOOS, Coos Bay, Oregon.

Four hundred feet—unused 3/8" coaxial cable complete with sealed terminals and connectors. Packed original carton. Shipped charges collect on receipt first check $125. Station WENC, Whiteville, N. C.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

For sale—One tubular vertical Harrel 165 foot antenna guyed type available about Nov. 1st. Joe Spring, WASK, Lafayette, Indiana.

1-kw Western Electric 304A completely self-contained transmitter now in service, available Sept. 20th. Complete with tubes "as is" $2,950.00 cash. Wayne M. Nelson, WEGO, Concord, N. C.

Wanted to Buy

Western Electric 639, 618 and RCA 44BX, 88—A microphones complete with mounting fittings but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

Wanted to buy—radio station 1,000 watts or less. Replies confidential. Box 815, BROADCASTING.

5 kw transmitter or 5 kw Linear Amplifier. Write or wire KFVD, Los Angeles.

Miscellaneous

Warren Teskey please contact Box 898, BROADCASTING, of interest to you.

Roosevelt's-Churchill's actual unforgettable speeches comprise "Voices of Victory" transcriptions. Invaluable $2.98 complete! Free details! Towers, 935 North Fortieth, Philadelphia 4.

Wants Sample

WMT Cedar Rapids, Iowa, has received following letter: "Dear Sirs, My husband has been drinking something awful lately, and I would appreciate it very much if you would send me some of that "Alcoholics Anonymous" you've been advertising on your station. Maybe it would help my husband. Thanks." WMT did not send the woman a membership card, but it did turn letter over to the local chapter of the organization which presents program on WMT.

'Blade' Withdraws

TOLEDO BLADE Co. requested FCC last week to dismiss without prejudice its television application for Toledo, now set for hearing Oct. 3 with the Toledo television request of Fort Industry Co. The *Blade* said its action was not a "complete abandonment of television" but that it proposed to investigate experimental color video and pursue plans for later commercial operation.

WEEK Delayed

WEEK Peoria, Ill., previously scheduled to join NBC Oct. 1, has postponed its affiliation with the network until Nov. 15 because of construction difficulties which are delaying completion of the station.

WHOM Safety Show

WHOM Jersey City, N. J., in cooperation with the Department of Motor Vehicles of the State of New Jersey, Sept. 15 started a new series of public service programs titled "Highways to Safety," Sun. 5:30-6 p.m. Leo R. Welch, director of safety education in the Department of Motor Vehicles, inaugurated series by delivering message from Arthur W. Magee, New Jersey motor vehicle commissioner. Programs dramatize cases taken from the files of the Motor Vehicle Dept. and are directed by Maurice Barrett.

Hopkins Joins Hill

HAROLD V. HOPKINS Jr., released from the Army and more recently assistant promotion manager of The Chicago Sun, has joined Ivan Hill Adv., Chicago, as account executive. Before the war Mr. Hopkins was with UP and the Lincoln (Neb.) Star.

WMIX, FM STATION, BEGINS OPERATION

WMIX Mt. Vernon, Ill., first FM station in Southern Illinois, was scheduled to go on the air yesterday (Sept. 15), it was announced by Fred Dodge, station manager.

WMIX is owned and operated by the Mt. Vernon Radio and Television Co., a group of 25 local business and professional men. Transmitter and studios are at 121½ North Ninth St., Mt. Vernon. Present schedule calls for daily operation from 11 a.m. to 1 p.m. and from 5 p.m. to 9 p.m. daily on 103.7 mc. The 250 w power will later be increased to 1000 w.

Carl H. Meyer of Victor Andrew Co., Chicago, supervised technical arrangements, while the Fred A. Palmer Co., Cincinnati, management and operation consultants, aided in getting station on the air.

Mr. Dodge, associated with the Palmer organization, has been in radio 15 years, connected with WNBF Binghampton, New York, WFIL Philadelphia, WBAL Baltimore and WKRC Cincinnati. David Taylor, formerly of Zanesville, Ohio, and Lexington, Ky., will be in charge of engineering operation. Dedicatory program last night was to include Mayor Harry Bishop.

BMB Clinics Extended To Oct. 2 in New York

BROADCAST Measurement Bureau's Wednesday afternoon clinics have been extended for the second time beyond previously announced closing dates and well be held Sept. 18 and 25 and Oct. 2 at 2:30 p.m. in BMB headquarters, 270 Park Ave., New York. Philip Frank, BMB executive secretary, will discuss nine uses of BMB's uniform measurement of radio station network audiences at the forthcoming meeting to which advertisers, agencies, radio stations, networks and station representatives are welcome.

The BMB Monday afternoon Chicago clinics will continue Sept. 16 and 23, 2:30 to 4 p.m., in Studio 1, WGN, 441 North Michigan Ave.

Swing Show Dropped

WITH decrease in swing shift listenership, KHJ Hollywood has dropped six weekly 1-6 a. m. programming carried since early 1942. Primarily aimed at worker audience, the service has made maintenance difficult. One early morning segment in which five interruptions occurred pointed up need for maintenance and with need dissipated for this type of service, KHJ decided to drop it.

Two Join SCBA

KERO Bakersfield and KIST Santa Barbara, Calif., have joined Southern California Broadcasters Assn.

Ziv Adds Four

FREDERIC W. ZIV Co., Cincinnati, has placed transcribed quarter-hour "Barry Wood Show" under local sponsorship on four additional stations, WLAP WCOL WISN WBBM. Contracts are for 52 weeks.

FIRST CLASS OPERATORS WANTED

SIX POSITIONS OPEN WITH ESTABLISHED ORGANIZATION

WJLS, BECKLEY—CBS, 560 KC

One (1) first class operator, transmitter watch and maintenance. Mobile relay unit work.

WJLS-FM, BECKLEY—31.7 KC, 100.7 MC

One (1) first class operator, transmitter watch and maintenance. New FTR 3 KW xtmr. 12-bay antenna. On air approximately Nov. 1, 1946.

WKNA, CHARLESTON, W. VA.—ABC, 1 KW, 950 KC

One (1) first class operator, experience with directional arrays, as chief operator.

Three (3) first class operators, transmitter watch, transmitter and studio maintenance. New RCA equipment throughout. Four element DA. On air approximately Oct. 15.

All 10-hour week—immediate employment.

If interested in any of above positions, write, wire or phone

A. J. GINKEL, Chief Engr. Beckley, W. Va.
Radio Station WJLS Beckley 7311

Give qualifications, availability and salary requirements.

WBNX

DAILY PROGRAMS IN

Italian Polish English German Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

An All-Time Favorite

THERE'LL BE SOME CHANGES MADE

Published by
EDWARD B. MARKS MUSIC CORP.

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580 Fifth Ave., New York 19, N.Y.

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WSAI

A GOOD NATIONAL SPOT!

A Marshall Field Station

Represented by Avery

630 KC.

KXOK

ST. LOUIS

AMERICAN BROADCASTING COMPANY

5000 Watts Full Time

Represented by John BLAIR & CO.

FCC Is Requested To Turn Down Sale

Holds Half-Interest in CP For Tennessee Station

GEORGE BURNE SMITH, whose half interest in a Maryville, Tenn., permittee firm is up for sale for $2,500 to former Knoxville City Manager George R. Dempster, asked FCC last week not to approve the assignment.

In a petition Mr. Smith contended that his partner, V. H. McLean, "on many occasions . . . used the superior forces of financial coercion . . . to get full control" and that therefore Mr. Smith "in order to salvage his investment and the contributions which he had made to the partnership, had no alternative except to sell to McLean or whomever McLean wanted as a partner."

Mr. Smith, former engineer at WNOX Knoxville, said he delegated power-of-attorney to Charles H. Davis, Knoxville attorney, and later was informed that his interest in the firm, Gateway Broadcasting Co., had been sold to Mr. Dempster, construction equipment manufacturer. He contended that without his knowledge Mr. Davis submitted documents to FCC which were "intended to amplify a statement which was purported to have been made about the health of the petitioner . . ."

He charged that Mr. Davis "conspired with other parties, whether intentionally or not, and has thus adversely affected the petitioner's interest . . ." Mr. Smith claims he revoked Mr. Davis' power-of-attorney Aug. 30.

When the assignment application was filed last spring, Mr. Smith's decision to withdraw from the partnership was attributed to ill health [BROADCASTING, April 15]. A new application was later filed and is now being advertised for competing bids under the Avco rule. Representatives of Mr. Dempster maintain that he paid Mr. Smith $500 and deposited $2,000 in escrow pending approval of the sale.

The construction permit is for fulltime use of 1400 kc with 250 w at Maryville. Call letters WGAP have been requested.

WHLS Hearing

RENEWAL hearing for WHLS Port Huron, Mich., which FCC was planning to use as basis for an interpretation of stations' liability under libel laws [BROADCASTING, June 10], has been postponed from Sept. 16 to Nov. 18, the Commission announced last week. Plans are to decide the case on a stipulation of facts, and the demands of other hearings have made it impossible for participating attorneys to complete the stipulation.

Hogg Joins Northern

JAMES HOGG has joined the engineering staff of Northern Broadcasting and Publishing Co., Toronto.

George Washington Hill Dies At Quebec Summer Camp

ONE OF THE WORLD'S great salesmen, a little, round man who wore his hat indoors, loved radio advertising slogans and loud music, and was credited with devising the advertising campaign that popularized smoking of cigarettes by women (thus doubling the sales of his smokes), died early Friday morning at his summer camp in Canada.

His name: George Washington Hill. His business: President (and unquestioned authoritarian) of the American Tobacco Co.

Mr. Hill, 61, died at his Cold Springs Camp at Matapedia, Quebec, while on a salmon fishing vacation.

Few details of the circumstances of his death were made public. Mr. Hill had always shunned personal publicity, and the executives at the American Tobacco Co. in New York seemed loath to permit an intrusion into his affairs even now that he was dead. The official announcement said simply that he had died "after a brief illness."

Despite his reluctance to admit himself to public scrutiny, Mr. Hill had an apostolic belief in the powers of advertising for his products. After he succeeded his father, Percival Hill, to the presidency of American Tobacco in 1925, he embarked on what was to be an unceasing sales and advertising campaign that unquestionably was a major factor in the tremendous increase of cigarette consumption.

In 1927 he undertook the then daring appeal to women smokers by advertising with testimonials featuring famous female users of tobacco. Next year he began the "Reach for a Lucky Instead of a Sweet" campaign that was to alienate the whole candy industry and induce a Federal Trade Commission warning to Mr. Hill. The tobacco tycoon changed that slogan to one advising the public to avoid over-indulgence and to "Reach for a Lucky Instead."

Other Slogans

More recent slogans of his coinage were "Lucky Strike Green Has Gone to War" and the now famous "LS/MFT" which clicks across the airways in Morse code on the *Hit Parade* and *Jack Benny* radio programs.

A reported disagreement several years ago between Dan Golenpaul, owner of *Information Please*, then being sponsored by American Tobacco Co., over one of Mr. Hill's slogans, "The Best Tunes of All Go to Carnegie Hall," led to the acquisition of the program by another sponsor. The slogan was to remind listeners that the *All-Time Hit Parade*, a playing of a collection of what were considered the most popular U. S. tunes in recent times, was to be held in Carnegie Hall.

Earlier, Mr. Hill gained considerable attention by the commercial's used on his Cremo Cigar program which ran a contest among listeners to contribute their own commercials "in 20 words, no more, no less." On each show the announcements of the contest explained at considerable length that there would be no commercials on the program except those of 20 words submitted by listeners who were eligible to compete by writing one word on each of 20 Cremo Cigar bands (market price one dollar for the 20 cigars).

In addition to the numerous network programs which were sponsored under Mr. Hill's direction, the American Tobacco Co. has often carried on extensive spot radio campaigns.

Lavish Radio Spender

A lavish spender in radio advertising (American Tobacco invested nearly $3½ million in network radio last year), Mr. Hill paid annual salaries of $25,000 each to two tobacco auctioneers whose chants became a virtual trademark on the Lucky Strike programs.

He liked his radio music loud and syncopated, and one report was that he gauged musical quality by watching the foot-tapping of his elderly aunt as she sat listening to the programs that he sponsored.

Mr. Hill was a man who seemed to stimulate controversy. In 1937 he began, then quit a fight to prevent the Securities Exchange Commission from publishing his company's sales data. In 1940 he fought an anti-trust action against him and other leading tobacco manufacturers and a number of stockholders suits brought in objection to his salary which was $458,415 in 1940, third largest of any American that year.

In 1941 he clashed with OPA Chief Leon Henderson over cigarette prices. Last June, the Supreme Court upheld the anti-trust conviction of the big three tobacco companies and their officers, including Mr. Hill, for having established a price monopoly on leaf tobacco.

Mr. Hill's second wife, Mary Barnes, his onetime secretary whom he married in 1935, was with him at his fishing camp when he died. In *Who's Who*, Mr. Hill does not list the name of his first wife, nor those of his three children, George Washington Jr., Percival 2d, and Mary.

George Washington Hill Jr. is a vice president of his father's company.

W6XAO Demonstration

TO DEMONSTRATE new daylight equipment, W6XAO Hollywood, Don Lee video station, telecast special hour-long program Sept. 9 from Lockheed Air Terminal, Burbank, featuring interviews with prominent arrivals as well as top names in aviation. Southern California Telephone Co. and Bell Telephone Labs. cooperated with Don Lee Broadcasting System in handling sight and sound transmission from airfield to Mt. Lee. Images were beamed back by 4,000 mc parabolic-reflector micro-wave beam relay equipment.

Interim Agreement Employed by Cuba

Establishes Three Stations; Mexico Announces 50 kw

CUBA has notified the U. S. and other signatory nations to the North American Regional Broadcasting Agreement that she is taking advantage of terms of the Interim Agreement to NARBA, signed in Washington early this year, by establishing three Class II stations, two on clear channels and one on a regional. Mexico also gave notification of new stations and changes, including a 50 kw outlet on 1580 kc. The notifications follow:

CUBA

630 kc—CMQ Havana shifted to 640 kc; CMHQ Santa Clara, L. V., 10 kw, DA, unlimited, Class II under Interim Agreement, started operations Sept. 1.

640 kc—CMQ Havana, 25 kw, DA, unlimited, Class II under Interim Agreement, started Sept. 1.

660 kc—CMCD Havana, shifted to 1260 kc.

690 kc—CMHQ Santa Clara, L. V., shifted to 630 kc; CMZ Havana, 5 kw, DA, unlimited, Class II under Interim Agreement, started Sept. 1.

1260 kc—CMZ Havana, shifted to 690 kc; CMCD Havana, 5 kw, unlimited, Class III-A, started Sept. 1.

MEXICO

580 kc—New, Chihuahua, Chihuahua, 250 w N; 1 kw D, unlimited, Class IV, starting March 1, 1947.

1240 kc—New, Nogales, Sonora, 250 w, unlimited, Class IV, starting Dec. 1.

1340 kc—New, C. Valles, San Luis Potosi, deleted; XEBJ C. Victoria, Tamaulipas, 250 w, unlimited, Class IV, started Sept. 1.

1390 kc—XERW Leon, Guanajuato, 250 w, unlimited, Class IV, in operation.

1400 kc— XERS, Torreon, Coahuila, assignment of call letters.

1450 kc—New, C. Victoria, Tamaulipas, 100 w, unlimited, Class IV, starting Dec. 1; XEBJ C. Victoria, Tam., shifted to 1340 kc; XEFK Torreon, Coahuila, delete; XEFK Gomez Palacio, Durango, 250 w N; 500 w D, unlimited, Class IV, to start March 1, 1947.

1490 kc— New, Agua Prieta, Sonora, delete; New, Nogales, Sonora, 100 w, unlimited, Class IV, to start Dec. 1; New, C. Juarez, Chihuahua, 250 w, unlimited, Class IV, to start Dec. 1; XERA Chihuahua, Chi., assignment of call letters.

1580 kc—New, C. Obregon, Sonora, 50 kw, unlimited, Class II, to begin June 1, 1947.

New Book Claims Radar Cost More Than A-Bomb

DEVELOPMENT of radar and production of the units cost the United States more than the development of atomic energy, according to a book written for Chrysler Corp. by Wesley W. Stout. Atomic energy cost around $2 billion, radar $7 million more.

Chrysler Corp., in 1942, was asked by the government to design and manufacture the antenna mount and trailer for what is known as the SCR-584 microwave radar unit. This assignment amounted basically to working out the unsolved mechanical problem of a shortwave, gun-laying radar and, finally, to manufacture the design in quantities.

KIST Names McGillvra

JOSEPH HERSHEY McGILLVRA Inc. has been appointed national sales representative for KIST Santa Barbara, Calif. The station, owned by Harry Butcher, former Washington vice president of CBS and more recently naval aide to General Eisenhower, will begin operations Sept. 29 with 250 w on 1340 kc. KIST will be an NBC affiliate.

At Deadline ...

5 FM CONDITIONAL GRANTS, 21 FINAL CPs ISSUED

FIVE FM conditional grants (subject to engineering conditions), 21 final FM CPs, and approval "for different engineering details" for six applications previously granted CPs announced by FCC Friday.

Commission set aside Aug. 29 conditional FM grant to WDEL Wilmington, Del. [BROADCASTING, Sept. 2], and set application for hearing on duopoly issue, Acting Chairman Charles R. Denny Jr. and Comr. E. K. Jett voting "no." Question is extent of overlap between proposed FM operations of WDEL and WGAL Lancaster, Pa., both owned by J. Hale and John F. Steinman (Steinman Stations). WGAL received FM grant previously.

Conditional grants announced Friday as follows (AM interests shown in parentheses):

Arkansas-Oklahoma Broadcasting Corp., Fort Smith, Ark., Class B; Western Connecticut Broadcasting Co. (WSTC), Stamford, Class A (after application amended to request Class A instead of Class B); Penn Thomas Watson (WGTM), Wilson, N. C., Class B; Ohio Broadcasting Co. (WHBC); Canton, Class B; Siskiyou Broadcasting Co., Ashland, Ore., Class A.

Permittees given regular CPs (power is effective radiated power, antenna height is height above average terrain):

Racine Broadcasting Corp. (WRJN), Racine, Wis., Class B, 101.3 mc (Channel 267), 2.9 kw, 300 feet; Fall River Broadcasting Co. (WSAR), Fall River, Mass., Class B, 96.5 mc (No. 243), 20 kw, 500 feet; Scranton-Wilkes-Barre-Pittston Broadcasting Co., Wilkes-Barre, Pa., Class B, 103.3 mc (No. 277), 2.5 kw, 1040 feet; H. C. Winslow, Meadville, Pa., Class B, 99.3 mc (No. 257), 3.2 kw, 415 feet; Globe-Democrat Pub. Co., St. Louis, Mo., Class B, 92.9 mc (No. 225), 53 kw, 490 feet; Tulsa Broadcasting Co. (KTUL), Tulsa, Okla., Class B, 94.5 mc (No. 233), 170 kw, 630 feet; Baltimore Radio Show (WFBR), Baltimore, Md., Class B, 99.7 mc (No. 259), 20 kw, 500 feet; Old Dominion Broadcasting Corp., Lynchburg, Va., Class B, 101.9 mc (No. 270), 20 kw, 320 feet; Savannah Broadcasting Co. (WTOC), Savannah, Ga., Class B, 98.5 mc (No. 253), 45 kw, 510 feet.

KRLD Radio Corp. (KRLD), Dallas, Tex., Class B, 93.1 mc (No. 226), 26 kw, 560 feet; Mrs. W. J. Virgin (KMED), Medford, Ore., Class B, 103.1 mc (No. 276), 950 w, 1,000 feet; Walmac Co. (KMAC), San Antonio, Tex., Class B; 100.1 mc (No. 261); 160 kw, 530 feet; Monroe Broadcasting Co. (AM grant), Rochester, N. Y., Class B; 97.7 mc (No. 249), 27 kw, 455 feet; Midwest Broadcasting Co., Milwaukee, Wis., Class B, 94.3 mc (No. 232), 31 kw, 430 feet; W. H. Greenhow Co., Hornell, N. Y., Class B, 99.9 mc (No. 260), 10 kw, 580 feet; Wm. C. Forrest, Greenfield, Wis., Class B, 103.1 mc (No. 276), 92 kw, 1,030 feet; Orville W. Lyerla (WJPF), Herrin, Ill., Class B, 99.7 mc (No. 259), 20 kw, 500 feet; Hampton Roads Broadcasting Corp. (WGH), Newport News, Va., Class B, 92.3 mc (No. 222), 34 kw, 405 feet; Memphis Pub. Co. (WMC), Memphis, Tenn., Class B; 93.5 mc (No. 228), 136 kw, 330 feet; Winona Radio Service (KWNO), Winona, Minn., Class B, 93.7 mc (No. 229), 55 kw, 610 feet; Passaic Daily News, Paterson, N. J., Class A, 105.3 mc (No. 287), 190 w, 540 feet.

Following heretofore authorized CPs approved for different engineering details:

Onondaga Radio Broadcasting Corp. (WFBL), Syracuse, N. Y., Class B, 93.1 mc (No. 226), 8.5 kw, 690 feet; Queen City Broadcasting Co. (KIRO), Seattle, Wash., Class B, 93.9 mc (No. 230), 7.7 kw, 470 feet; Cur-Nan Co., Brockton, Mass., Class A, 105.1 mc (No. 286), 800 w, 270 feet; North Shore Broadcasting Co. (WESX), Salem, Mass., Class A, 105.5 mc (No. 288), 500 w, 124 feet; East Texas Broadcasting Co. (KGKB), Tyler, Tex., Class B, 103.9 mc (No. 280), 4.3 kw, 440 feet; Spartanburg Adv. Co. (WSPA), Spartanburg, S. C., Class B, 92.1 mc (No. 221), 262 kw, 2,120 feet.

WINX-FM STARTS

WINX-FM Washington yesterday (Sunday) started full 9 a.m. to 11 p.m. schedule, becoming first commercial FM station on the air in Washington. Outlet duplicates AM programs of WINX without charge to sponsors. WINX and FM affiliate are owned by *Washington Post* and managed by Regis C. O'Donnell.

ART BROWN, WHN New York sunriser, returns Sept. 30 to WOL Washington where he filled morning spot 11 years.

KEX PORTLAND GETS INCREASE TO 50 KW POWER

INCREASE from 5 to 50 kw (DA at night) for KEX Portland, Ore., operating as Class 1-B instead of Class 2 station, authorized by FCC and announced Friday. Also authorized change studio and transmitter locations. KEX on 1190 kc.

Other facilities changes: KFQD Anchorage, Alaska, from 1 to 5 kw on 790 kc; KSEI Pocatello, Ida., from 1 kw day 250 w night to 5 kw day and 1 kw directionalized at night, on 930 kc pending action to reduce interference, subject to changes in case of additional interference to KTKN Ketchikan, Alaska (Comr. C. J. Durr voting for hearing); WLDS Jacksonville, Ill., increase from 250 w to 1 kw on 1180 kc (daytime only); KNEL Brady, Tex., from 250 w day 100 w night on 1490 kc to 250 w fulltime.

KWBU Corpus Christi permitted to amend application to change from 1010 to 1030 kc and application put in pending file until clear channel question decided. KWBU now using 1030 kc under special authorization, protecting WBZ Boston, dominant station.

LAST PRECEDENT

PRECEDENT breaker to the last, George Washington Hill just before his death (see page 104) directed signing of standby for Andy Russell, singer on the Lucky Strike *Hit Parade*. Standby is Vic Damone, vocalist on WHN New York. *Hit Parade* sponsored on NBC. Agency, Foote, Cone & Belding, N. Y.

Closed Circuit

(Continued from page 4)

of performance with Communications Act requiring identification of sponsors. Many stations credit United Fruit; understood some do not.

SYMPTOMS detected in Chicago that WGN may join NAB before October convention. Only major network not member of association is ABC, though President Mark Woods often has indicated intent to join. Leading midwest program firm understood about ready to join ranks of associated. Westinghouse stations, irked last year over incident involving birth of broadcasting, haven't shown desire to return in time for convention.

D. C., New Orleans Among 18 AM Grants

EIGHTEEN GRANTS for new AM stations announced Friday by FCC, including 10th and 11th standard stations for Washington, D. C. area and sixth for New Orleans, to *Times Picayune*. New Orleans grant for 940 kc with 1 kw daytime only.

In one, Tri-Suburban Broadcasting Corp., Silver Spring, Md., Commission reversed its designation of application for hearing and "comparative consideration" with two nonconflicting requests [BROADCASTING, Aug. 26].

Other Washington area grant, for daytime operation at Bethesda, Md., went to Broadcast Management Inc., headed by former NAB Public Relations Director Willard D. Egolf, now private attorney.

Second Houston grant in recent weeks went to Lee Segall Broadcasting Co., headed by Lee Segall who helped develop *Vox Pop* and *Dr. I. Q.* programs. In grant for Havre, Mont., Jessica Longston, Edward L. Jansen and associates received authority for their second station, already having grant for Moses Lake, Wash. Miss Longston holds CP for Burley, Ida. Robert W. Rounsaville, owner WBAC Cleveland, Tenn., and George M. Clark, his associate in WBEJ Elizabethton, Tenn., received daytime grant for Pulaski, Tenn.; Maj. Edney Ridge, part owner and general manager WBIG Greensboro, N. C., and Hadley Hayes, lumber company executive, received CP for North Wilkesboro, N. C.

Mike Benton, president General Elevator Co., Atlanta, adviser to Eugene Talmadge, Democratic nominee for Georgia Governor, granted CP for Atlanta after several-year quest.

Grants:

Bethesda, Md.—Broadcast Management Inc. 1120 kc 250 w daytime only. Principals: Willard D. Egolf, Washington attorney, former NAB public relations director, president (25% common stock); Parker H. Jones, Washington attorney, secretary-treasurer (25%); Harold S. Russell, manufacturers' representative, Chicago, vice president (25% common 33 1/3% preferred stock); L. D. Simmons, half owner oil drilling engineers firm, Tulsa, 25% common, 33 1/3% preferred; W. Parker Jones, Washington attorney, 33 1/3% preferred. Granted Sept. 12.

Silver Spring, Md.—Tri-Suburban Broadcasting Corp. 1050 kc 1 kw daytime only. Principals: John W. Kluge, formerly in paper business, president (270 of 475 shares); Joseph L. Brechner, Veterans Administration radio director, secretary-treasurer (135 shares); Bernard J. Nees, secretary Washington Stock Exchange, Norman Burke Frost, attorney, James M. Johnston, investment banker, and Sol Panitz, radio writer-producer, 15 shares each; E. M. Warner, owner Tastee Diners in Washington area, 10 shares. Granted Sept. 12.

Iron Mountain, Mich.—Iron Mountain-Kingsford Broadcasting Co. 1450 kc, 250 w fulltime. Equal owners: William F. Russell, secretary-treasurer and business manager Iron Mountain Publishing Co. (Iron Mountain News), president and business manager; Frank J. Russell Jr., vice president Iron Mountain Publishing Co., and vice president Daily Mining Journal Co., licensee of WBMJ Marquette, Mich., vice president; Gordon H. Brozek, general manager WBMJ, secretary-treasurer and general manager of grantee station; Leo G. Brott, secretary-treasurer and business manager Daily Mining Journal Co. and 14% owner of WDBC Escanaba, Mich. Granted Sept. 12. (Conditional that grantee adjusts interference, complaints.)

Rhinelander, Wis.—Oneida Broadcasting Co. 1240 kc 250 w unlimited time. Principals: John R. Tomek, attorney, president-treasurer, 79%; Sue Tomek, secretary Tomek Realty and Investment Co., vice president, 20%; Jane B. Tomek, secretary, 1%. Ultimately, Mr. Tomek will control 75% and George A. Richards, Racine attorney, will have 25%. Granted Sept. 12.

Houston, Tex.—Lee Segall Broadcasting Co. 1430 kc 1 kw daytime only. Principals: Lee Segall, owner Segall and Goodwin Adv., Houston and former network program director, president, 1 share common stock; William A. Smith, board chairman Citizens State Bank, vice president, 247 shares common; Sam W. Levy, Houston attorney, secretary, 1 share common; Frank G. O'Connor, certified public accountant, Houston, treasurer, 1 share common. Granted Sept. 12.

Clayton, Mo.—St. Louis County Broadcasting Co. 1320 kc 1 kw daytime only. Principals (percent is common stock interest): Guy Runnion, news editor KMOX St. Louis, president, 88%; Edgar J. Motherhead, owner Western Press Assn. (newspaper service), vice president, 2.5%; Mrs. G. A. Runnion, secretary-treasurer, 2.6%; R. F. Essen, publisher of Clayton weekly, 1%; E. B. James, St. Louis Post-Dispatch reporter, 2%; and four other stockholders controlling some 4%. Preferred stockholders: Joseph Backler, St. Louis physician, 15%; W. P. Rister, owner of photo engraving firm, 19.8%; 50 additional preferred stockholders having less than 10% each. Granted Sept. 12.

Clearwater, Fla.—Clearwater Broadcasting Co. 680 kc 1 kw daytime only. Principals: Houston A. Cox Jr., chief announcer WBRC Birmingham, Ala., president-treasurer, 50%; Mrs. H. Cox, secretary; Maurice Rosenzweig, retired drygoods manufacturer, vice president, 25%; Saul L. Rosenzweig, Navy veteran, will be chief engineer, 25%. Granted Sept. 12.

Atlanta, Ga.—General Broadcasting Co. 1340 kc 250 w fulltime. Mike Benton, president (71½% owner) of general Elevator Co., sole owner. Granted Sept. 12.

Pulaski, Tenn.—Pulaski Broadcasting Co. 730 kc 250 w daytime only. (Comr. Durr did not partici-

(Continued on page 106)

FIFTH NETWORK

(*Continued from page 4*)

pective affiliates for $7500. Mr. Husband said production of these "package" radio facilities will be determined by results of bids from "four large manufacturing" companies. Contract would be awarded Oct. 15, he said.

NABS also will offer affiliates regular representation for national and regional advertising, Mr. Husband stated.

Sales force of 12 men, under direction of Mr. Howard, now is working its way eastward in effort to sign up prospective affiliates, Mr. Husband revealed. This force is visiting with community business men, attempting to elicit their interest in project; sign them up as affiliates on basis of 18-hour program service to be offered and low cost of package equipment.

Program cost to all affiliates will be $100 a day, whether affiliate accepts all or only part of schedule. Programs will be sold on network, with division of profits among affiliates.

NABS now employs 26 people, Mr. Husband said. It expects to employ 500 by Jan. 1, 1947; 3000 by July 1, 1947. With 52 prospective affiliates, it expects to sign new affiliates at rate of 2½ per day. By Jan. 1, NABS expects to have 1200 to 1500 outlets; by July 1, 1947: 3000.

Present sales force of 12 which is engaged in signing new outlets will become basic network sales force after current mission is completed, Mr. Howard reported. Field-affiliate sales force will be increased to 80 by mid-October, according to plans.

"We are interested in giving 2000 communities local radio service where such service now is inadequate," general manager commented. "We want only 100 w affiliates, but will accept 250 w outlets if there is no conflict." (At present time, there are 22 100 w fulltime stations; 11 100 w N, 250 w D; one 100 w daytime only.)

C. L. Lattimer, attorney and formerly staff member of National Labor Relations Board, will be director of NABS responsible for industrial relations; Nathaniel Stevens II, of Washington & Crosby, West Coast milling firm, will be director in charge of organizational operations.

Date for inaugural has not been set, nor will wire facilities be sought until prospective affiliates throughout nation are signed. Distribution of stock not revealed by Mr. Husband. Attorneys for NABS are Wheat, May, Shannon & St. Clair.

Carl I. Wheat, senior member of firm, is former assistant general counsel of FCC, telephone division. Mr. St. Clair, former telephone attorney and army officer, said to be handling West Coast aspects and participated in drawing up proposed contract. Mr. St. Clair was reported last week to be ill in San Francisco. Mr. Titus recently was in Washington in connection with ambitious plan.

MAYFIELD GRANTEES MERGE

MERGER of two of three AM grantee firms at little Mayfield, Ky. (8,000 pop.) approved by FCC, anounced Friday. Owners of Purchase Broadcasting Co. (Frank O. Evans, et al) to give up CP for 910 kc daytime with 1 kw (WPMF) and take 48% interest in Mayfield Broadcasting Co. Inc. (WKTM), which has CP for 1050 kc daytime with 250 w and soon to start program tests. Original WKTM owners—Ned Green and Pierce and Pruitt Lackey of Lackey Group (WHOP, WPAD, WSON, and CP at Madisonville) retain 52%. Avco rule not involved since control not transferred. Third Mayfield grantee: Mayfield Broadcasting Co., 1320 kc, 1 kw, day only.

OMIT FLOWERS

WMOA Marietta, Ohio, took air last week as MBS outlet, but it wasn't like most station debuts—there weren't any flowers from network. Howard L. Chernoff, part owner of station and managing director of West Virginia Network, told President Ed Kobak and Station Relations Vice President Carl Haverlin WMOA would rather have money than a "gangster" floral spray. Among WMOA's first revenue items was $5 check signed by Messrs. Kobak and Haverlin.

NAB GROUP TO PREPARE UNIFORM RATE CARD PLAN

FINAL recommendations for submission to NAB convention on rate card standards to be drafted Sept. 23-24 in New York by NAB Sales Managers Subcommittee on Standardization of Rate Card Format. Meeting called Friday by Arthur Hull Hayes, WABC New York, chairman. Representatives of AAAA Timebuyers Committee and NBC and CBS will attend.

Committee members, besides Mr. Hayes, are Kelly Smith, CBS; William C. Roux, NBC; Kenneth Church, WCKY Cincinnati; Craig Lawrence, WCOP Boston; George Southerland, WILM Wilmington. James V. McConnell, NBC, chairman of NAB Sales Managers Executive Committee, will attend.

JACK PAIGE TO HEAD MBS SPECIAL EVENTS

APPOINTMENT of Jack Paige, special events and publicity director of WOL-Mutual, Washington, as director of special events of network with headquarters in New York, announced Friday by A. A. Schechter, Mutual vice president [CLOSED CIRCUIT, Sept. 9].

Mr. Schechter also announced appointment of Paul Jonas, assistant director of special events under Tom Slater, as manager of Mutual's sports department.

Dale Morgan, of WOL staff, appointed director of special events for WOL-Mutual by Col. Al Warner, director of news room operations for WOL-Mutual, and Lou Brott, former assistant to Mr. Paige, named publicity director, each taking over a portion of Mr. Paige's former duties. Mr. Morgan formerly handled special events for WHOM Jersey City and KRNT Des Moines, both Cowles stations. Mr. Brott, before joining WOL, was with WINX Washington and KOIN Portland.

McKEESPORT, LANSING GRANTS

PROPOSED GRANTS to Harold F. Gross, d/b as Southwestern Michigan Broadcasting Co. for new Kalamazoo, Mich. station (1360 kc, 1 kw, DA at night), and to Corpus Christi Broadcasting Co. for new outlet at Corpus Christi (1230 kc, 250 w fulltime) made final by FCC in decisions announced Friday. Proposed denials to competing applicants in each case—Booth Radio Stations Inc. for Lansing, Mich.; R. F. & W. Broadcasting Co. and Howard W. Davis trading as Walmac Co. for Corpus Christi—also made final. Final grant to Mon-Yough Broadcasting Co., McKeesport (1360 kc, 1 kw, DA night) and denial of McKeesport Radio Co. application for same frequency formally announced (see earlier story, page 94).

JOHN P. HEARN, FCC attorney attached to San Francisco field division in litigation and administration, reported resigning from Commission to enter private practice Oct. 1.

DISC ARGUMENT EXTENDED

ORAL ARGUMENT on disputed proposal to liberalize FCC Rules Sec. 3.40[illegible] regarding identification of transcriptions [BROADCASTING Aug. 26, Sept. 2], to be held before Commission Nov. 25. Time for filing briefs, which closed Aug. 26, reopened and extended to Nov. 18. Opponents (including CBS, NBC, American Federation of Musicians) contend proposed amendment, by requiring identification of records as such only when they deal with material of special time value, would discourage use of live talent. Supporters of proposal include NAB.

MICHEL TO CBS

WERNER MICHEL resigns effective Oct. 1 as chief, Radio Program Service, International Broadcast Division, OIC, State Dept., to take program job at CBS. Succeeding as acting chief will be Mucio Delgado, chief, English Section Program Branch, New York office, OIC. Formerly with KVOA Tucson, KYCA Prescott, Ariz., Mr. Delgado joined OIAA in 1942 as program supervisor, elevated to production supervisor, English, Spanish, Portuguese programs to Latin America. He's graduate, U. of Arizona, speaks Spanish, French, Portuguese, Italian, English.

18 AM GRANTS

(*Continued from page 105*)

pate.) Equal partnership: Robert W. Rounsaville, former vice president and general manager of WGAA Cedartown, Ga. and now licensee of WBAC Cleveland, Tenn., and George M. Clark, president Pioneer Bank, Chattanooga. Granted Sept. 12.

New Orleans, La.—Times Picayune Publishing Co. 940 kc 1 kw daytime only. Owned and controlled by publishers of Times Picayune, New Orleans daily. Officers are: Leonard K. Nicholson, president; Yorke P. Nicholson, 1st vice president; C. H. Hyams III, 2nd vice president; John F. Tims, 3rd vice president and business manager; George W. Healy, 4th vice president; W. J. Walton, treasurer; and H. A. Davis, secretary and auditor. Granted Sept. 12.

Birmingham, Ala.—Magic City Broadcasting Co. 730 kc 1 kw daytime only. Ernest E. Forbes Jr., vice president of E. E. Forbes & Sons Piano Co., sole owner. Son of E. E. Forbes, owner of WFEB Sylacauga, Ala. Granted Sept. 12.

Havre, Mont.—Montana Broadcasters. 1240 kc 250 w fulltime. Equal partners: Jessica L. Longston, CP holder at Burley, Idaho and applicant with E. L. Jansen for AM CP at Livingston, Mont., also owner of Mist Publishing Co.; Edward L. Jansen, former general manager KTBI Tacoma, Wash. and KSFO San Francisco and applicant for Livingston, Mont.; C. V. Zaser, former WAC officer; L. Bernice Brownlow, assistant publisher and secretary-treasurer of Mist Publishing Co. Grantee, d/b as Bellingham Broadcasters, holds CP for Moses Lake, Wash. Granted Sept. 12.

Mineral Wells, Tex.—Alfred Achilles Corcanges, proprietor of Mineral Wells and Lubbock (Tex.) sporting goods stores, sole owner. 1140 kc 250 w daytime only. Granted Sept. 12. (Subject to adjustment of interference to Oklahoma City.)

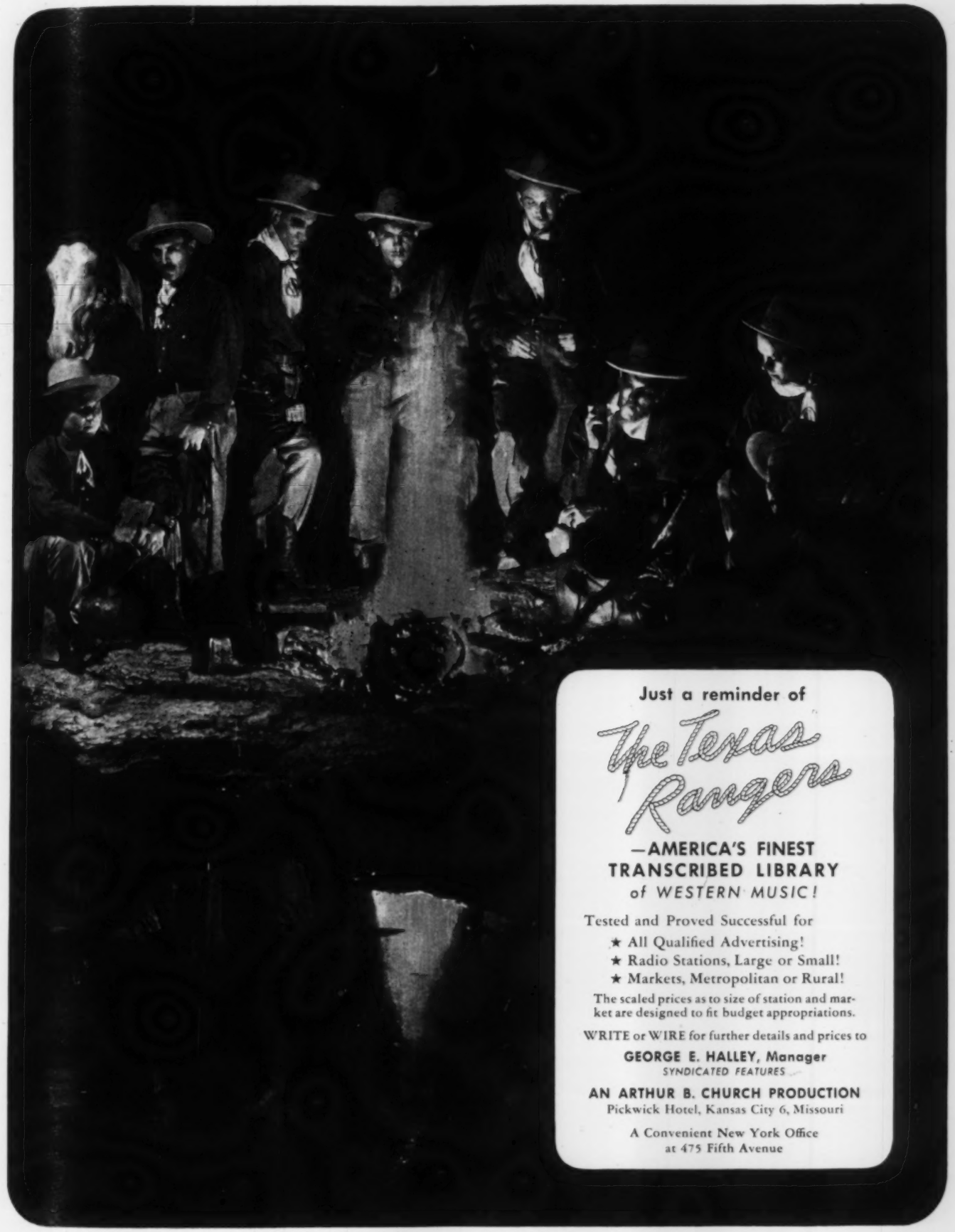
Anniston, Ala.—Calhoun Broadcasting Co. 1490 kc 250 w unlimited time. W. S. Weatherly, operator of Ford Automobile Agency and president of Weatherly Oil Co., Anniston, sole owner. Granted Sept. 12.

Fayetteville, N. C.—Fayetteville Broadcasters Inc. 1490 kc 250 w fulltime. Principals: Harry B. Stein, retail clothier, president, 12.5%; N. A. Currie Jr., owner of Currie Coal Co. and 30% stockholder in White Swan Laundry, Fayetteville, vice president, 12.5%; W. M. K. Bender, druggist, secretary-treasurer, 12.5%; J. W. Hensdale, manager Belk Dept. Stores, 12.5%; J. Bernard Stein, president of Capital Dept. Store, 12.5%; T. D. Hatcher, owner of Hatcher Jewelry Store, 12.5%; R. B. Minges, 25% stockholder in Fayetteville Pepsi-Cola Bottling Co., 12.5%; John D. Currie, partner White Swan Laundry and Royal Crown Bottling Co., Fayetteville, 12.5%. Granted Sept. 12.

North Wilkesboro, N. C.—Carolina-Northwest Broadcasting Co. 1490 kc 250 w fulltime. Equal partners: Maj. Edney Ridge, president (1/3 owner), general manager WBIG Greensboro, N. C. and Hadley Hayes, manager Call Lumber Co. Granted Sept. 12. (Subject to CAA approval of antenna and transmitter site).

Pueblo, Col.—Alva B. Adams Jr., secretary of Pueblo Savings and Trust Co. and stockholder Standard Fire Bricks Co., Pueblo, sole owner. 1490 kc 250 w unlimited hours.

Caldwell, Idaho—Caldwell Broadcasting Co. 1490 kc 250 w fulltime. Principals: J. T. LaFond, manager Caldwell News-Tribune, president, 32%; Hubert R. McCosh, vice president, 8%; H. G. Cochrane, secretary-treasurer, 6%; Max E. Day, 10%; F. G. Michenor, 4%; Robert C. Mehan, 20%; M. L. Russell, 4%; L. L. Sjephard, 4%; Cleo W. Rothman, 6% Theodore I. Rothman, 6%. Granted Sept. 12.



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